MAY 13, 1946 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

NOTICE!

once again WOR can make a statement that underlines its position as the most dominant and buyable station in New York . . .

day and night (6:00 am to Mid.) during an average week,

WOR gets into more homes with radios (3,440,000, to be exact) in a 4-state, 78-county area— including metropolitan New York— than any other station*

**based on the Nielsen Radio Index—New York Area—Oct.-Nov., 1945*

MUTUAL

WLS *Microphones* FOR ALL

"THIS IS OUR COUNTY" PROGRAM RENDERS A DUAL SERVICE IN MIDWEST AMERICA

When WLS engineers set-up in a middlewestern county, "everybody and his brother" gets to the microphone. For instance, April 5:

THE COLES COUNTY, ILLINOIS broadcast brought to the air Clarence W. Bell, who is related to Abraham Lincoln---

FARM ADVISER W.S. MYERS---Mark Harry, Secretary, Coles County Farm Bureau ---M.S. Engelbrecht and Richard Caughron, Chamber of Commerce leaders----

MRS. BESSIE WILSON, HOME ADVISER--- Farm-wife Mrs. Clifton Parkas---Iva Ashley and S.E. Thomas, writers-historians locally---W.H. Ziegel of Teachers' College---Sam Sargent, brother of a noted painter.

EDUCATIONAL AND BOOSTER value is attested by mail comments such as: "learned a great deal about our county we didn't know before" and "a great thrill to hear our own county on the air".

"This is Our County", Fridays, 12 to 12:30, joins "Better Living for America", and a host of other programs as part of the WLS Service to all of Midwest America.

WLS created "This is Our County" as a means of getting local history, color and facts on the air. Each half-hour broadcast includes interviews, narration, music, and a quiz based on questions submitted by high school students in the county.

22 years of broadcasting SERVICE

WLS

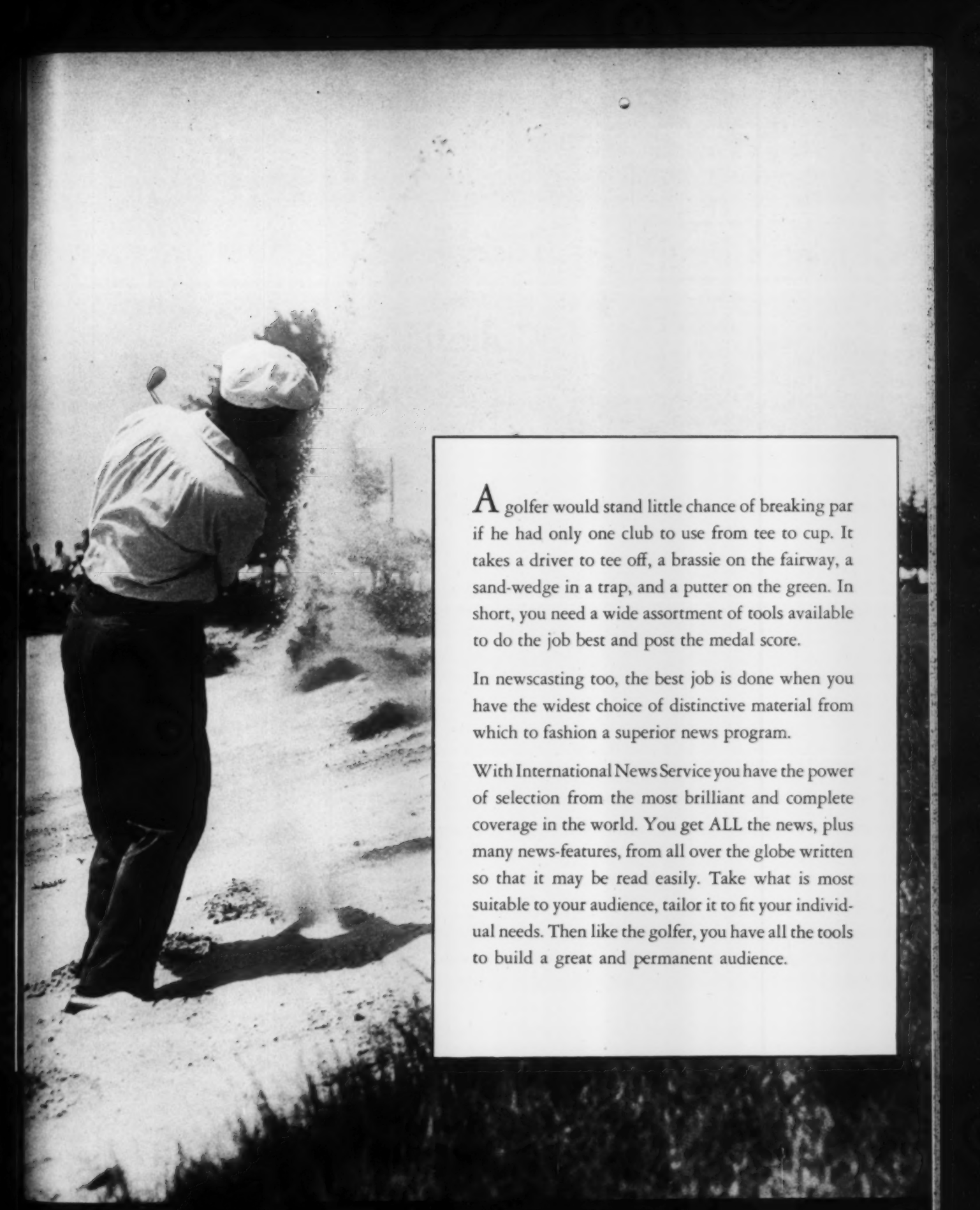
The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER President

GLENN SNYDER Manager

A Clear Channel Station CHICAGO

50,000 watts, 890 KC. American Affiliate. Represented by JOHN BLAIR & COMPANY. Affiliated in Management with KOY Phoenix, and the ARIZONA NETWORK — KOY Phoenix KTUC Tucson KSUN Bisbee-Lowell-Douglas



A golfer would stand little chance of breaking par if he had only one club to use from tee to cup. It takes a driver to tee off, a brassie on the fairway, a sand-wedge in a trap, and a putter on the green. In short, you need a wide assortment of tools available to do the job best and post the medal score.

In newscasting too, the best job is done when you have the widest choice of distinctive material from which to fashion a superior news program.

With International News Service you have the power of selection from the most brilliant and complete coverage in the world. You get ALL the news, plus many news-features, from all over the globe written so that it may be read easily. Take what is most suitable to your audience, tailor it to fit your individual needs. Then like the golfer, you have all the tools to build a great and permanent audience.

INTERNATIONAL NEWS SERVICE

BROADCASTING... at deadline

Closed Circuit

SHARP increase in radio set ownership since 1940 is shown in Government survey made last November by Census Bureau. Understood Bureau is ready to release figures but can't get clearance from executive in another department. Bureau ran nationwide housing count on sample basis (20,000 homes in 68 selected areas). Set increase in five-year period believed to be nearly 10%.

MOVEMENT is afoot to put modern radio receivers and sound systems in every school in the land. Behind it are U. S. Office of Education and school organizations. Radio Manufacturers' Assn. will prepare engineering standards to aid principals and school boards in buying equipment. Local schools must provide the money for installations.

THAT hammer and tongs campaign against Government inroads on radio launched in Hearst newspapers last week with David Sentner doing byline pieces is on order of William Randolph Hearst himself. Sage of San Simeon, who once said his greatest mistake was not getting in on ground floor of radio, has ordered vigorous editorial campaign despite fact that Hearst Radio Inc. still owns three stations of original group of ten and that one—WBAL Baltimore 50,000 watter—is under FCC scrutiny in program crusade.

LATEST reports on Bing Crosby's fall plans have him with Reynolds Pen Co., through MacFarland Aveyard Inc., Chicago, or with General Motors Corp., through Foote, Cone & Belding, New York. Each said to be offering program which will start out live and subsequently go transcribed. Network mentioned is ABC, which no longer frowns upon transcriptions by live wire.

NEW TACK in union demands upon radio, following Petrillo featherbedding formula, reported in recent negotiations of broadcasters with IBEW. Technicians' Union is proposing separate men for FM operations irrespective of whether same studios or transmitter houses are used, with AM technicians not to be permitted to double on FM or possibly television operations.

CREEPING paralysis effect of strikes upon industry, world famine and outlook for continued scarcities are resulting in tapering off of demands for both time and space. Second and third quarters indicate advertising shrinkage, which is causing concern among media executives.

SECOND only to John L. Lewis' coal strike upheaval is talk on Capitol Hill about freedom of radio, stemming largely from Blue Book. It's rife in both parties and is destined to become campaign issue this summer and fall.

CIO-PAC's politicking against reelection of certain members of Congress has interesting radio quirk. Senator Wheeler (D-Mont.) is on

(*Continued on page 110*)

Upcoming

(See page 60)

Bulletins

RENEWAL of four ABC programs sponsored by General Mills Inc., Minneapolis, announced Friday by Gil Berry, ABC central division sales manager. Programs are: *Betty Crocker, Hymns of All Churches, Lone Ranger* and *Jack Armstrong*. General Mills confirms joint sponsorship with Wilson Sporting Goods Co. of annual Esquire East-West championship baseball game, Chicago, Aug. 10 over ABC. Knox-Reeves represents General Mills, Ewell-Thurber, Chicago, is agency handling Wilson Sporting Goods account.

TELEVISION application of World Publishing Co., Omaha (KOWH), withdrawn late Friday, leaving Radio Station WOW Inc. as remaining entry in Omaha field. (See earlier withdrawal story, page 18.)

CPA Administrator Small announced late Friday emergency fuel conservation orders remain effective, despite two-week coal strike truce declared shortly after noon (earlier story on page 15).

Business Briefly

TEMPLETON REPLACES ● Standard Brands Inc., New York (Chase & Sanborn coffee), on June 2 for 13 weeks replaces *Charlie McCarthy Show*, NBC, Sundays 8-8:30 p.m., with Alec Templeton [BROADCASTING, May 6]. Agency: J. Walter Thompson Co., New York.

PRUDENTIAL RENEWS ● Prudential Insurance Co. of America, Newark, May 26 renews for 52 weeks *The Prudential Family Hour*, CBS, Sundays, 5-5:30 p.m. Agency: Benton & Bowles, New York.

COMMENTARY SERIES ● America's Future Inc., New York (publication), May 19 for 52 weeks starts weekly series by Sam Pettengill on ABC, Sundays, 3:45-4 p.m. Agency: Gahagan & Turnbull, New York.

DULANY CONSIDERS SPOT ● John H. Dulany & Son Inc., Fruitland, Md., appoints Courtland D. Ferguson Inc., Washington, to handle Dulany Quick Frozen Foods and Dulany Canned Goods advertising. Radio spot campaign being considered.

'VOX' FOR LIPTON ● Thomas J. Lipton Co., Hoboken, N. J. (tea and soups), replaces *Inner Sanctum* Tuesday, 9-9:30 p.m. CBS after 8-week hitaus with *Vox Pop* on Aug. 27. Agency, Young & Rubicam, New York.

Members Vote CAB Continuance to Nov. 1

DECISION to continue CAB program rating service on "economical but comparable" basis until Nov. 1 voted by membership of Cooperative Analysis of Broadcasting at meeting Friday in New York. Membership authorized Board of Governors to adopt plan of interim financing to make up any deficit resulting from anticipated loss of support of four nationwide networks, or failing that, to "suspend temporarily" rating service operations.

By Nov. 1 three-man committee of NAB, AAAA and ANA expected to report to CAB Board of Governors on "what kind of program audience measurement is wanted and needed by advertisers, agencies and broadcasters" and "how such program audience measurement can be made on a basis acceptable to all three groups as to method and cost."

Objectives drafted May 4 at NAB, AAAA and ANA representatives meeting, Frederic R. Gamble, AAAA president, told CAB members. Present were Justin Miller, NAB president; J. Harold Ryan, Fort Industry stations; Frank Stanton, CBS, for NAB; Mr. Gamble, A. K. Spencer, J. Walter Thompson Co.; L. N. Brockway, Young & Rubicam, for AAAA; Paul West, ANA president; Donovan Stetler, Standard Brands; Robert Elder, Lever Bros., for ANA. Mr. Ryan will be NAB representative on three-man committee.

Bernard C. Duffy, BBDO president and chairman of CAB Board of Governors, reported on results of mail ballot sent to members asking what action should be taken [BROADCASTING, April 8 and following issues].

Three choices given CAB members: (1) accept objectives outlined in report, continue CAB rating service, expanding as rapidly as possible to provide service recommended; (2) accept objectives, but discontinue CAB program rating service, limit organization's activities to experimental research; (3) not accept report. Of 90 votes to date, 68 favored first proposal, 22 second, and no one voted for third.

Discussion at Friday CAB membership meeting centered chiefly on ways and means to finance continued operation in face of expected withdrawal of networks whose share of 1946 CAB budget had been set at $160,000, about 38% of total $420,000. ABC already resigned from CAB [BROADCASTING, April 22]. Several individual companies reported to have offered to underwrite any deficits in budget to insure continuance of CAB service.

Motion, adopted by same 3-1 ratio as mail votes, authorizes CAB board to arrange needed supplementary financing "by methods which are equitable and agreeable" to individual members. In event governors are unable to carry out plan, motion continues, they are authorized to suspend temporarily rating service and take whatever steps they deem necessary for "best interests of the whole membership."

C. E. Hooper Inc. notified CAB board it will become first applicant for standard-setting of type recommended by CAB special committee if CAB follows committee recommendation to change from rating service to standard-setting body, Hooper subscribers will be told Thursday (May 16) at meeting at Hotel Biltmore, New York.

5000 WATTS DAY AND NIGHT

wdel

WILMINGTON, DELAWARE

SELLS for it assures advertisers today a greater listening audience than ever before.

WDEL, located in Wilmington, Delaware—one of the fastest growing industrial cities in the east—thoroughly covers Delaware, Southern New Jersey, parts of Pennsylvania, Maryland and Virginia. This is a section, which, because of its strategic location, transportation facilities and industrial diversification faces a great and prosperous future. Your advertising dollars are wisely spent in this sales-producing area. Inquire now about its profit possibilities.

Represented by **RAYMER**

NBC BASIC NETWORK

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

It's a Habit in Nebraska's BIG Market

Metropolitan Omaha and Council Bluffs, Iowa, an area covering four populous counties, contains more people—more actual buyers of merchandise—than three times as many counties in any other section of Nebraska or Western Iowa.

This, combined with the fact that listeners "instinctively" turn to KOIL for the best news, the best programs, and the best public interest functions, makes KOIL the front door to Nebraska's BIG market.

Over the years, KOIL's programming has been geared to this huge, concentrated, metropolitan trade center. People like KOIL, and make it their habit to tune in on 1290 KC.

Make it your profitable habit to reach them through KOIL's 5,000 watts.

Represented by
Edward C. Petry Co., Inc.

BASIC ABC
1290 KC
5000 WATTS
KOIL
GORDON GRAY, VICE PRES. AND GENERAL MANAGER

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone: ME 1022

IN THIS ISSUE . . .

Truman Reaffirms 'Free Radio' Stand	15
UMW Truce Averts Curtailment	15
NAB Establishes Program Fund	16
FCC, Network Chiefs in Informal Meeting	16
FM-AM Plan Would Cost 10 Million	17
Three Large Sales Await FCC Approval	18
George W. Smith, Fort Industry Co., Dies	20
Emerson Head Says OPA Okays 8% Boost	20
Legislation For Permanent Licenses Expected	22
Durr Wants Court Test of FCC Control	22
Blue Book is Theme at IER	25
Survey Shows Population Determines Earnings	38
Hearst Demands Radio Freedom Guarantee	42
RCA Plans Outlined to Stockholders	49
'Superman's' Challenge to Reformers . . . —By William B. Lewis	75
CPA Maintains Refusal For Radio Exemption	89
Coal Strike Affects Set Production	91
Westinghouse Strike Settled	100
Sutton Leaving FCC, Plans Own Service	105
Veteran Group Questions Rochester Action	108

DEPARTMENTS

Agencies	64	Our Respects to	58
Allied Arts	86	Production	66
Commercial	63	Programs	90
Editorial	58	Promotion	92
FCC Actions	102	Seller of Sales	10
Feature of Week	10	Sid Hix	16
Management	63	Sponsors	72
News	70	Technical	82
		Upcoming	60

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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Art King, *Managing Editor;* J. Frank Beatty, Bill Bailey, *Associate Editors:* Fred Fitzgerald, *Asst. to the Managing Editor.* STAFF: Jack Levy, Rufus Crater, Lawrence Christopher, Mary Zurhorst, Adele Porter, Margaret Elliott, Eleanor Brumbaugh, Laura Weber, Irving Kipnes.

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MAURY LONG, *Business Manager*
Bob Breslau, *Adv. Production Manager;* Harry Stevens, Eleanor Schadi, Cleo Kathas.
AUDITING: B. T. Taishoff, Irving C. Miller, Mildred Racoosin.

CIRCULATION AND READERS' SERVICE

BERNARD PLATT, *Director*
Frank Bannister, Dorothy Young, David Ackerman, Leslie Helm, Pauline Arnold.
PROMOTION: Winfield Levi.

NEW YORK BUREAU

250 Park Ave. *PLaza 5-8355*
EDITORIAL: Bruce Robertson, *New York Editor,* Edwin H. James, *Asst. New York Editor;* Florence Small, Dorothy Macarow, Patricia Foley.
ADVERTISING: S. J. Paul, *New York Advertising Manager;* Martin Davidson.

CHICAGO BUREAU

360 N. Michigan Ave. *CEN*tral 4115
Fred W. Sample, *Manager;* Jean Eldridge.

HOLLYWOOD BUREAU

6000 Sunset Boulevard, *HE*mpstead 8181
David Glickman, *Manager;* Ralph G. Tuchman, Helen Jean Tobias

TORONTO BUREAU

417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

BROADCASTING Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

• Reg. U. S. Pat. Office

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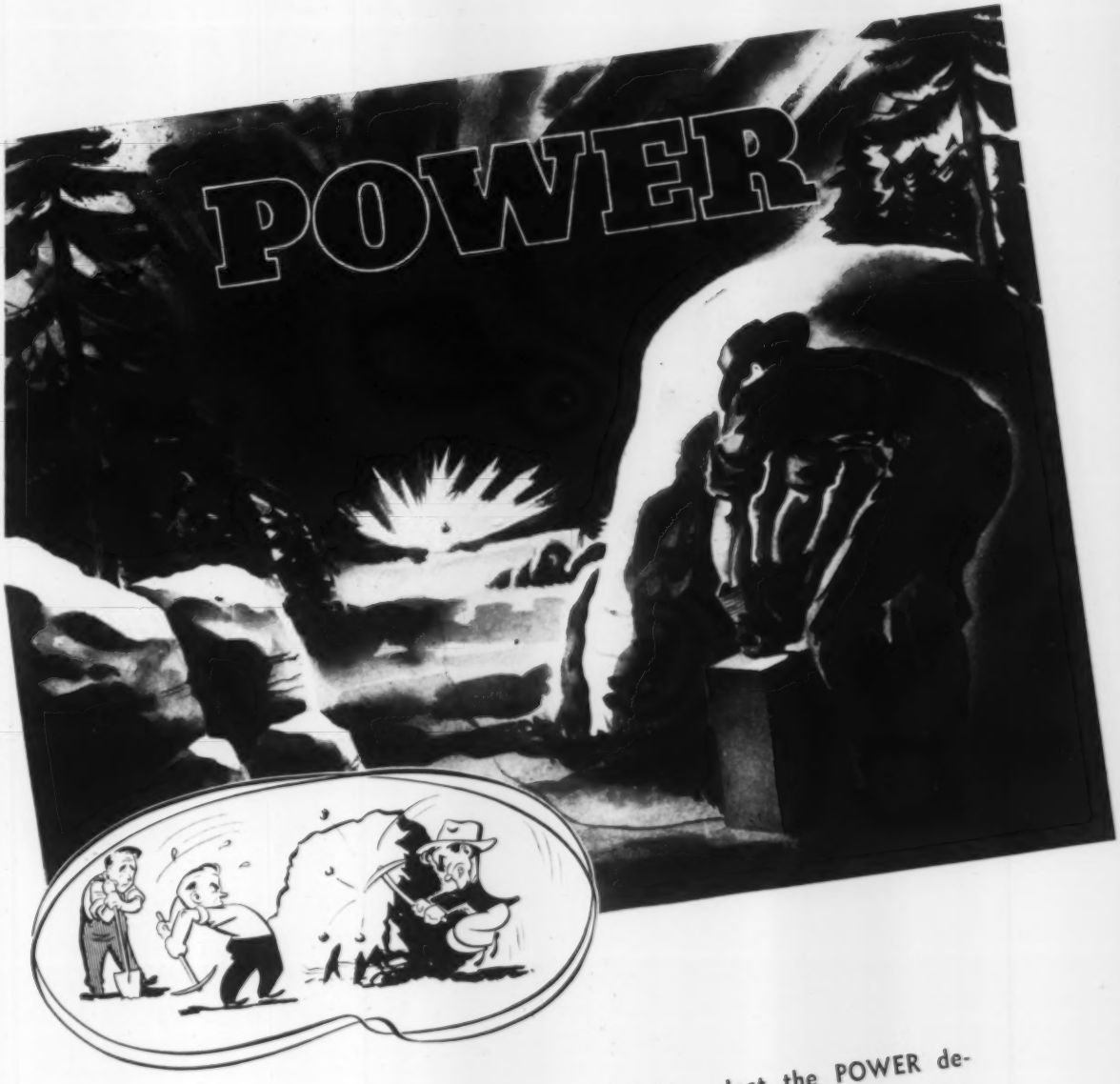
SUBSCRIPTION PRICE: $5.00 PER YEAR, 15c PER COPY



★ For best RESULTS, select the POWER designed for your job. In the rich Ark-La-Tex area, KWKH — with its 50,000 watts — is the one medium with the POWER designed for full coverage of this buying market.

KWKH

CBS ★ 50,000 WATTS

The Shreveport Times Station

SHREVEPORT, LOUISIANA

Represented by The Branham Co.

CREATED FOR THE COAST . . . by the Idea

"MONEY

*"Let it Snow, let it snow, let it snow"

A

etwork

ON THE LINE"

...an IDEA that rhymes with success!

THOSE time-honored sources of poetic inspiration—the moon, June, and love—can't compete with *Money on the Line*. In less than two years this Columbia Pacific quiz show has prompted listeners to write more than 90,000 poems.

So much rhyme has a reason, and here it is . . . a catchy, tune-teasing quiz that turns the titles of popular songs into a game that's fun for everyone. Quiz-master Harry Mitchell reads a limerick submitted by a listener, omitting the last line. A studio contestant tries to supply a song title that will complete the verse. If he succeeds he gets a cash prize. Win or lose, Wilbur Hatch's 18-piece orchestra plays a toe-tapping arrangement of the tune.

Of course the authors of the verses get prizes too—plus an extra award if their stanza stumps the contestant.

The easy-does-it simplicity of *Money on the Line* kindles enthusiasm wherever it is heard. Listeners like its uncomplicated formula. They like the equal chance it gives the butcher, the baker—and the college professor. Yes, *Money on the Line* appeals to everyone. That's why it has a husky 6.8 Sunday-afternoon Hooperating (February 1946) . . . and that's why over a thousand verse-entries pour in every week.

Money on the Line is for sale. To put its persuasive popularity behind your sales message, call us, or Radio Sales.

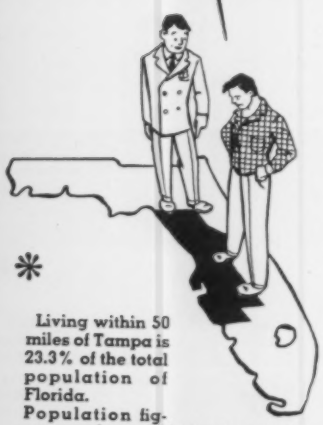
Palace Hotel, San Francisco 5
Columbia Square, Los Angeles 28
Represented by Radio Sales, the SPOT Broadcasting Division of CBS

COLUMBIA *Pacific* NETWORK

A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM

50 WILL GET YOU 23.3 ON FLORIDA'S WEST COAST!*

YES, AND YOU CAN REACH THEM BEST WITH WFLA.



*

Living within 50 miles of Tampa is 23.3% of the total population of Florida. Population figures are just one index by which advertisers can gauge the steadily increasing buying power of this market. The concentrations of industrial, commercial and agricultural activities make the Tampa trade area Florida's best year 'round market. Day and night, WFLA, combining top-ranking NBC programs with live local showmanship, is the most-listened-to station in the heart of this prosperous market.

5000 WATTS DAY AND NIGHT

WFLA

The Tampa Tribune Station

TAMPA

NBC

NATIONAL REPRESENTATIVE JOHN BLAIR & CO

Feature of the Week

Attending WMT contest were (l to r): Lew Van Nostrand, WMT sales man; Fiske Lockridge, Bill Joyce, Katz Agency, Chicago; Gov. Robert Blue, with opening gun; Tom Flannagan, Katz Agency; Arden Swisher, sales service manager, Mid-States Group (WMT WNAX KRNT); Jerry Gunst, Katz manager; William B. Quarton, WMT general manager; Donald D. Sullivan, WMT sales manager.

THE CORN BORER won't have a chance this year in Iowa. For the "first organized attack on the corn borer"—according to the U. S. Dept. of Agriculture—WMT Cedar Rapids sponsored a WMT Clean Plowing Contest April 27.

35,000 on Hand

Instead of the expected 10,000, a crowd of 35,000 turned out to see the demonstrations of correct plowing techniques aimed at the control of the little animal which claimed a $6,000,000 toll in Iowa in 1945 and is threatening destruction amounting to $30,000,000 this year.

WMT awarded $1000 in prizes. First prize of $500 went to ex-GI Robert Bowery of Milo, Iowa. Gov. Robert Blue of Iowa fired the opening gun for the contest.

Day's activities included mass meetings during which numerous agricultural authorities spoke to the crowd on corn borer control. There were farm displays and demonstrations, and broadcasts by WMT artists. The Flying Farmers of Iowa had access to a nearby landing field and many of the air-minded farmers flew in for the contest and festivities.

Chairman of the project was Andy Woolfries, WMT farm service director, assisted by Warren Kester, WMT farm editor, and Keith Myers, Benton County extension director.

Sellers of Sales

A PROBING MIND is an asset to anyone in research, and especially so to a time-buyer. Carolyn Turner, associated with Young & Rubicam, New York, for the past 10 years, possesses that asset. Details in research never bother her and she likes getting problems solved, no matter how many details are involved.

Carolyn

Miss Turner was born and educated in Philadelphia. Her first job was on the staff of the Board of Education in Philadelphia, (Business Administration Office). She worked there for about two years when she became ill.

While recuperating, she became interested in hospital work. She subsequently worked as a record registrar for University, Friends and Chestnut Hill hospitals in Philadelphia.

In 1934, Carolyn decided to go to New York. She started on the clerical staff of the Presbyterian Medical Center, in the office of Dr. Fred McCurdy, now N. Y. State Commissioner of Mental Hygiene.

Two years later, in 1936, she joined Young & Rubicam as a secretary in the Merchandising Department. In 1943 she was transferred to the Station Relations Dept. as a timebuyer.

She handles the following accounts: General Foods Daytime Network, Celanese, Bristol-Myers, Molle Shaving Cream, and Clapp. All but the latter are currently using radio.

Miss Turner is one of those career women who live alone and like it. She has an apartment in downtown Manhattan but spends her weekends in up-state New York. Gardening and fishing occupy much of her time on those weekends.

Carolyn is fond of all types of music, opera and orchestral, and is a ballet devotee. She reads biographies and books about travel, and, she says, BROADCASTING.

OUR LISTENERS PUT MONEY IN THE BANK

They're thrifty. They're saving for the good things to come. And when production is going full blast they'll be the critical buyers that industry will have to woo.

If you have radio plans for Washington . . . WWDC is the station for sales results.

BANK DEPOSITS IN WASHINGTON, D. C.

Bank deposits in Washington, according to The Planning Committee of the Washington Board of Trade and the Opinion Research Corporation of Princeton, N. J., have never been at such a staggering high level. Washingtonians have consistently over-subscribed in every war bond campaign.

WWDC

the big sales result station in Washington, D. C.

represented nationally by

FORJOE & COMPANY

"Wake Up New York" is a carefully planned show that rates high among early morning programs. From 7:00 to 8:30 every weekday morning, it is doing a great job for participating sponsors. A few spots are available.

VARIETY SHOWMANAGEMENT AWARD 1945

WOV
New York
THE KEY TO TWO MARKETS

Ralph N. Weil, General Manager • John E. Pearson Co., Nat'l Rep.

UNIVERSAL BROADCASTING COMPANY

Announces

. . . the expansion to nationwide of UNIVERSAL RADIO SALES and the appointment of Mr. George E. Hughes as Vice President of Universal Broadcasting Company in charge of Radio Sales. Now with offices in Hollywood, San Francisco and Seattle, the expansion will add staffs in Chicago, Detroit, Boston and New York. Said Wesley I. Dumm, President, Universal Broadcasting Company:

> "We feel this is a distinct step forward in the Universal family. The growth of Universal facilities and the expansion of our activities combine to make it advisable to open our own offices to represent the multiple units of the organization."

Universal Radio Sales, under the direction of George Hughes, will represent KSFO, San Francisco; KXLA, Los Angeles; KXA, Seattle; the Universal Network and other prominent stations in key markets soon to be announced, as well as UBC Radio Productions, Universal Research Laboratories and Universal Recorders.

George E. Hughes

Mr. Hughes' experience in radio and its allied fields dates back to the early days of networks. Straightway from college, George worked in development of landlines for the young networks. Then in 1929, he joined Shell Oil's advertising department as Radio Director, handling production, network and spot advertising and supervising national newspaper and magazine campaigns, sales promotion and merchandising. In 1942 he organized and operated the Hughes Agency, representatives for a group of eastern stations, prior to joining the OWI for war work.

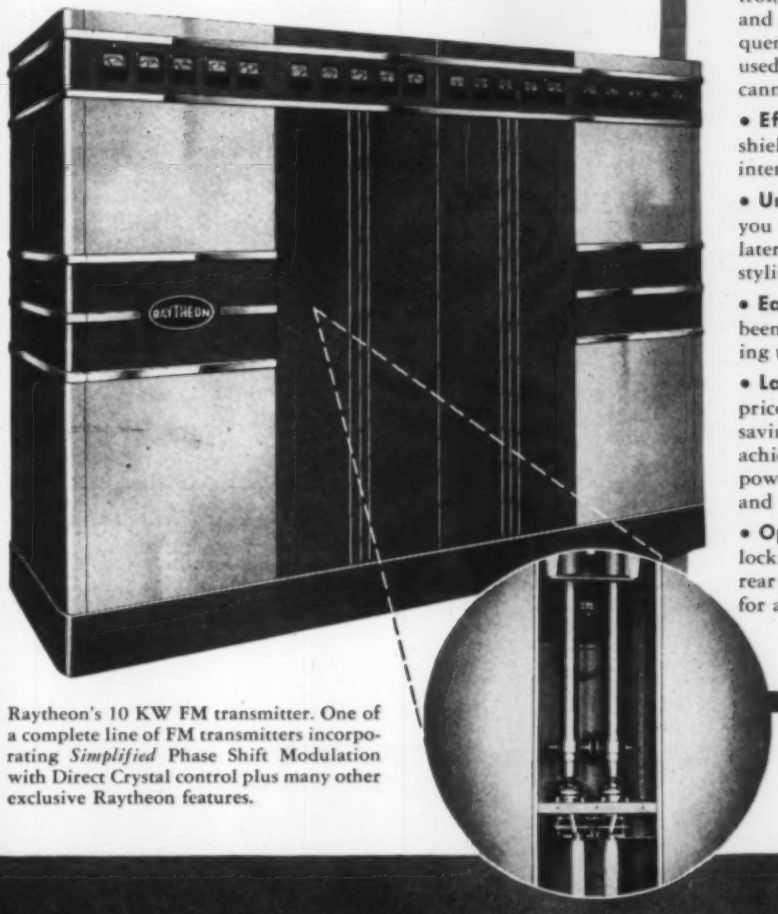
Mr. Hughes was manager of the government's international shortwave stations under auspices of the State Department from which he resigned to become Vice President of Universal Broadcasting Company.

UNIVERSAL
RADIO SALES

NEW YORK 36 WEST 44th STREET • MUrray Hill 2-5521

CHICAGO • DETROIT • BOSTON • SAN FRANCISCO • SEATTLE • HOLLYWOO

fm
-but by Raytheon



Raytheon's 10 KW FM transmitter. One of a complete line of FM transmitters incorporating *Simplified* Phase Shift Modulation with Direct Crystal control plus many other exclusive Raytheon features.

NEW!—Simplified Phase Shift Modulation and Direct Crystal Control

- **Simplicity**—Recognizing Phase Shift Modulation as the best method of Modulating, Raytheon has engineered greater stability and efficiency into this method by exclusive and greatly simplified circuit design.
- **Rugged Dependability**—Direct crystal control, independent of modulation, gives positive and automatic control of the mean carrier frequency. Simple linear type tank circuits are used for all stages operating in the FM band—cannot get out of tune or adjustment.
- **Efficiency**—Every circuit is completely shielded to eliminate power losses by radiation, interaction and parasitic oscillation.
- **Unit Construction**—Buy now only the power you need and add a unit for increased power later. All units are perfectly matched in size, styling and colors.
- **Easy Installation**—Unit dimensions have been held to convenient cubicle sizes for moving through standard doors, in elevators, etc.
- **Lasting Economy**—Not only is the purchase price of a Raytheon transmitter less but your savings continue through lower operating costs achieved by greater operating efficiency, lower power consumption and long life quality tubes and components.
- **Operating Safety**—Complete power interlock and an automatic shut-off of power when rear doors are opened provide absolute safety for all operating personnel.

RAYTHEON MANUFACTURING COMPANY

Broadcast Equipment Division

7517 No. Clark Street, Chicago 26, Illinois

RAYTHEON

Excellence in Electronics

DEVOTED TO RESEARCH AND MANUFACTURE FOR THE BROADCASTING INDUSTRY

A LITTLE EXTRA EFFORT

OFTEN GETS A BIG RESULT!

● Ever stop to make a list of the national merchandisers who are twisting their competition into *knots*, with spot-broadcasting? By and large, they're the fanciest steppers in America, and we're proud to have worked with *most* of them.

Spot broadcasting isn't the easiest medium in the world to use. It calls for extra knowledge, extra skill and extra effort. But it can reach more people for you, at less cost, than any other form of advertising. We can *prove* that, by the way, if you wish. Wish?

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE	KOB
BALTIMORE	WCBM
BROWNSVILLE	KVAL
BUFFALO	WGR-WKBW
CHARLESTON, S. C.	WCSC
CINCINNATI	WCKY
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DULUTH	KDAL
FARGO	WDAY
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
OKLAHOMA CITY	KOMA
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND	KOIN
RALEIGH	WPTF
ROANOKE	WDBJ
ST. LOUIS	KSD
SEATTLE	KIRO
SHENANDOAH	KMA
SYRACUSE	WFBL
TULSA	KTUL

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 | NEW YORK: *444 Madison Ave.* Plaza 5-4130 | DETROIT: *645 Griswold St.* Cadillac 1880 | SAN FRANCISCO: *58 Sutter* Sutter 4353 | HOLLYWOOD: *6331 Hollywood* Hollywood 2151 | ATLANTA: *322 Palmer Bldg.* Main 5667

BROADCASTING
TELECASTING

VOL. 30, NO. 19 WASHINGTON, D. C., MAY 13, 1946 $5.00 A YEAR—15c A COPY

Truman Reaffirms Stand on Free Radio

FCC's Blue Book Is Debated by NAB Board

By J. FRANK BEATTY

PRESIDENT TRUMAN emphatically reaffirmed his belief in a completely free radio, addressing his remarks to the NAB Board of Directors at the conclusion of the four-day board meeting held in Washington last week.

The Chief Executive's bold reiteration of his stand was delivered Thursday morning as he received the board at the Executive Offices. NAB President Justin Miller, heading the broadcasting group, reminded President Truman of his strong statements on behalf of free radio, contained in a letter sent last July 3 to BROADCASTING [July 9, 1945].

Other NAB stories on pages 16, 98, 99.

Shortly after the President had been photographed outside his office with the broadcast group, Mr. Miller remarked:

"Your statement that 'radio must be as free as the press' is the gospel of all broadcasters."

President Truman replied:

"Let me reemphasize my belief that there must be complete freedom of radio."

The President expressed pleasure at the opportunity of meeting representatives of the broadcasting industry and chatted informally with members of the party. They spent a quarter-hour with him.

Presidential declaration on behalf of a broadcasting system unshackled by un-American controls was a fitting conclusion to the long series of board meetings that started with committee sessions the previous Sunday. The numerous discussions covered about every phase of broadcasting, but time after time the FCC's Blue Book and its lopsided shots at a few broadcasting soft spots were officially and unofficially debated.

President Miller reviewed developments in the industry centering around the Blue Book. He recalled his statement immediately after the report was issued that these "encroachments strike at the very heart of our system of broadcasting and constitute bold steps toward government domination which may eventually deprive us of fundamental rights."

He outlined steps taken by NAB to meet the situation and traced developments at several district meetings held since the Blue Book was issued.

The board strongly endorsed Mr. Miller's policies and actions on behalf of the industry.

NAB DIRECTORS, received at White House Thursday: Front row (l to r), Justin Miller, president NAB; President Truman; J. Leonard Reinsch, President's radio adviser and director of Cox stations; Clair R. McCollough, WGAL Lancaster. Second row, Hoyt B. Wooten, WREC Memphis; John J. Gillin Jr., WOW Omaha; Frank M. Russell, NBC Washington. Third row, Matthew H. Bonebrake, KOCY Oklahoma City; E. L. Hayek, KATE Albert Lea, Minn.; T. A. M. Craven, WOL Washington; William B. Smullin, KIEM Eureka, Calif. Fourth row, William B. Way, KVOO Tulsa; J. Harold Ryan, Fort Industry; John E. Fetzer, WKZO Kalamazoo; Paul W. Morency, WTIC Hartford. Back row, George D. Coleman, WGBI Scranton; Fred W. Borton, WQAM Miami; Campbell Arnoux, WTAR Norfolk, Va.; Frank Stanton, CBS president; Harry R. Spence, KXRO Aberdeen, Wash.; G. Richard Shafto, WIS Columbia, S. C.; William B. Ryan, KFI Los Angeles; C. E. Arney Jr., NAB secretary-treasurer; Leslie C. Johnson, WHBF Rock Island, Ill.

Second among board topics was the music problem, which was taken up in detail Thursday at a joint meeting of the board and the Industrywide Music Committee. This group heard an outline of the joint conversation April 8 of the industry group and a group representing James C. Petrillo, AFM president, and the subsequent session of four broadcasting and four AFM representatives, held April 15.

The combined meeting went into the music situation and its ramifications, with several plans being offered for consideration prior to actual policy negotiations with AFM. Permanent advisory committee is to be named to represent the industry in the negotiations, with each side having perhaps eight or nine members.

Leonard Asch, president of WBCA Schenectady, an outlet of MBS, appeared before the combined group and presented his special situation as an FM outlet without AM affiliation. Suggestion was made that the WBCA case might provide a test case on which the Dept. of Justice could proceed but no action was taken.

Operating procedure of stations under the recently enacted Lea Act was probed. NAB is preparing a guide book to aid broadcasters in operating under the new law.

Participation of T. A. M. Craven, vice president of the Cowles Broadcasting Co. in charge of technical operations, in the Second North American Regional Broadcasting Conference in late February as an

(*Continued on page 16*)

UMW Truce Averts Radio Curtailment

By BILL BAILEY

IN AN ELEVENTH hour move Friday, John L. Lewis, United Mine Workers' chieftain, averted what threatened to be radio's greatest operations curtailment in its 25-year history, when he ordered a two-week truce in his soft coal strike.

Whether the "back-to-work-Monday" order would bring immediate alleviation to the fuel and power shortage was not determined as BROADCASTING went to press, but prior to the Lewis move, government agencies, including FCC, invoked war time emergency measures to conserve what fuel remained.

Civilian Production Administrator J. D. Small announced Thursday night he had recommended Federal operation of the mines and had set up with CPA an Office for Emergency Controls "to take such measures as are possible to keep all power, gas and water companies operating."

The Senate Friday afternoon voted 66-9 to consider immediately the Case anti-strike bill.

On Thursday the FCC waived Sections 3.71, 3.261 and 4.261 of its Rules & Regulations relating to minimum operating schedules of standard, FM and television stations. In the same order the Commission suspended Section 3.57, which requires stations to operate with full-licensed power. The waivers were to be effective throughout the emergency.

A few minutes before, the FCC had revoked Order 94-A, adopted

(*Continued on page 101*)

NAB Sets Up Fund for Program Dept.

Committees to Be Merged To Form New Body For Project

LONG-RANGE project of NAB to strengthen the industry program structure was implemented last week by the association's board of directors with budgeting of funds to set up a program department in the near future.

Pending for more than a year, the functional details had been gone over at the last three board meetings and given final authorization at the last board session in January. Full staffing of the department will be undertaken by President Justin Miller and Executive Vice President A. D. Willard Jr.

Creation of a new standing committee was ordered by the board, to be known as the Program Executive Committee. It will replace the present Agricultural Directors, Radio News, Music Use and Standards of Practice Committees, including representatives from all these groups.

Correlating Activities

Research and audience analysis functions of the Research Dept., which Director Kenneth H. Baker is strengthening, will be correlated with the program activities. The board decided to consolidate the Research and Office Forms and Practices Committees.

The long-discussed proposal to set up a system of annual radio awards was favored by the board, but not on a pretentious scale such as that proposed by the Lee & Losh publicity firm which handles the movie industry's Oscar awards. Edward M. Kirby, retiring May 15 as public relations counseller of NAB, submitted a revised project calling for an expense of about $100,000. The board favored the awards idea in principle as well as the plan itself.

To Invite Views

President Miller will invite views of broadcasting, advertising, civic and other public groups on the subject. The basic idea called for formation of listener and craft participation in radio listener coun-

(*Continued on page 93*)

TO THE NATION'S President from a network's president go valuable souvenirs of both the Roosevelt and Truman administrations. Niles Trammell, NBC president, last Thursday presented the Chief Executive with an album of outstanding Truman speeches as recorded off the network, and a collection of Roosevelt speeches, entitled "Rendezvous With Destiny." Albums were embossed with the Presidential seal. Presentation was made shortly after NAB board had met with President Truman.

FCC and Network Chiefs Dine Together at Mayflower Hotel

DINNER for 10 was served at a private suite in the Mayflower Hotel, Washington last Thursday. The guests were the six members of the FCC. The hosts were the presidents of the four nationwide networks.

It was off-the-record. One will get you ten that the FCC's Blue Book animated the conversation.

Originally, NAB President Justin Miller was to have been present. Niles Trammell, NBC president and the dean of the network heads, had planned the dinner some time ago after an informal conversation with Acting Chairman Charles R. Denny Jr. He thought it was proper to ask radio's spokesman to be there.

The NAB board convened last Monday. Word of the dinner got around. Directors representing independent stations looked askance. Judge Miller is leading the fight against arrogation of program control by the FCC. He has been outspoken and articulate. The networks have been on the sidelines.

After considering the matter informally with the board, Judge Miller concluded it would be inappropriate for him to attend. Because Mr. Trammell had taken the initiative in arranging the dinner, Judge Miller asked him if he could be excused.

There was no rancor or feeling. But there was spirited discussion of the topic at the four-day board meeting. F. M. Russell, NBC Washington vice president, only network representative at the NAB session, sought to dispel notion anything sinister motivated dinner meeting.

Filet mignons were served.

Drawn for BROADCASTING by Sid Hix

"Sometimes I think Floyd overemphasizes the need for reality in FM sound effects."

Truman

(*Continued from page 15*)

industry observer was endorsed by the board.

Harassed by worries of adjustment to Daylight Saving Time, many board members voiced their grievances over the situation. NAB efforts to secure legislation and overtures made to the White House on behalf of uniform time were considered. Only action taken was rumored adoption of a facetious resolution that the board "is in favor of time."

Action was taken looking toward eventual adoption of a system of program awards (see separate story, this page).

Election Revision

Revision of the present system of electing NAB directors, referred to the Committee on By-Laws & Industry (see below), likely will come before the convention in Chicago Oct. 21-24. Newest NAB network member, Mutual, injected a new note into this situation Thursday when Edgar Kobak, MBS president, said the network will not appoint a director because it feels that networks should not be represented on the board. NBC and CBS each have directors. Mr. Kobak feels networks should not "dominate" the board but believes they should participate otherwise in NAB affairs.

In announcing MBS affiliation with NAB, Mr. Kobak said the network joined the association "because we believe that everybody in radio has a responsibility to the industry. As a member we hope better to uphold our share of this responsibility and to further the interest of sound broadcast practices."

NAB's operating budget was revamped, the board accepting recommendation of the Finance Committee. Budget details were discussed at a Sunday committee meeting and at a second session Monday evening, with the revised version laid before the board Wednesday. The total of approximately $600,000 for the year was not materially changed to allow for increased personnel, since savings were effected in other spots. Members of the Finance Committee who attended the two sessions were Campbell Arnoux, WTAR Norfolk, Va., chairman; John J. Gillin Jr., WOW Omaha; Clair R. McCollough, WGAL Lancaster.

Next in Colorado

Next meeting of the board will be held Aug. 6-8 at Hotel Stanley, Estes Park, Col.

Negotiations for a new headquarters building to house the association offices were considered. Purchase of a building not far from the present 1760 N St., N. W. site, has been tentatively arranged subject to approval by District of Columbia officials of an application

(*Continued on page 99*)

CBS FM-AM Plan Would Cost 10 Million

'Clear' Sessions End With Sharp Exchanges

By JACK LEVY and RUFUS CRATER

CBS' VISION of FM networks blanketing the U. S. with the aid of a few high-power AM stations shared the spotlight with sometimes acrimonious exchanges between counsel for clear channel and regional groups, as the middle round of the clear channel hearings ended last Thursday.

Called to supply engineering details of the elaborate proposal laid down by CBS President Frank Stanton [BROADCASTING, April 29], William B. Lodge, CBS director of general engineering, submitted proposed sites and assignments for a network of 200 FM and five AM stations as envisioned by Columbia, and estimated it would cost $10,810,000 to set up and $3,848,000 a year to operate.

Caldwell Questions

Louis G. Caldwell, attorney for the Clear Channel Broadcasting Service, who the day before had branded the regional group as "prosecutors" of the clears, hammered Mr. Lodge with queries about FM service, extent of coverage, cost and practicability of the proposal, CBS' past attitudes toward power above 50 kw, and, at one point, about CBS' financial condition.

He said he was "trying to save Columbia from financial disaster," when Commissioner Hyde overruled his questioning on CBS profits.

At one point in Mr. Caldwell's questioning, Julius F. Brauner, CBS counsel, interjected: "Columbia and its executives are not in the habit of making reckless statements. I think the record will show that."

Sharp exchanges passed between Mr. Caldwell and Paul D. P. Spearman, counsel for the Regional Broadcasters Committee, in the Wednesday afternoon session when Mr. Caldwell questioned the motives of the regional group and charged that certain "ringleaders" were responsible.

He charged that Ed B. Craney, owner of KGIR Butte, Mont., was directing the attack on the clear channel stations with the backing of Senator Wheeler (D-Mont.), and asked that RBC executive committee members be required to testify to bring the arguments "out in the open."

Mr. Spearman replied that Mr. Craney had nothing to do with his direction of the case and that Mr. Caldwell had made no suggestions when the regional group offered to furnish any testimony that would help decide the issues.

Declaring that "this is the most important proceeding ever held before the Commission" and that "the fate of rural service is at stake," Mr. Caldwell said he would seek to have the regional group's executive committeemen called for examination when the last phase of the hearings opens in July.

The CBS engineering director presented a list of sites for the 200 FM stations shown on the map which Mr. Stanton introduced during his earlier testimony. The list showed proposed location, antenna height, and effective radiated power for each station. Mr. Lodge estimated they would cost $8,270,000 excluding offices and studios, and that their annual operating costs would approximate $3,320,000.

The plan he outlined contained one deviation from Mr. Stanton's proposal. Instead of two 1,000,000-w AM nighttime stations and about four 50-kw AM daytime stations to serve areas not covered by the FM outlets, Mr. Lodge suggested that the western-most 1,000,000-w outlet operate fulltime, and suggested that the 50-kw daytime stations number three and be located in Idaho, Arizona, and Nevada.

The two higher-power stations —one in "eastern Colorado" and one in "northern Kentucky"—would provide nighttime skywave service while the 50-kw outlets would have extensive groundwave propagation. Mr. Lodge estimated that the two 1,000,000-w stations could be constructed at a total cost of about $1,760,000 and the three 50-kw stations at $780,000.

The CBS maps contemplated use of 600 kc by the fulltime 1,000,000-w station and 1000 kc by the one operating nighttime only. Lesser-power stations in Idaho and Arizona would operate on 590 kc and the one in Nevada on 610 kc.

With Harry Becker as FCC counsel and Andrew G. Haley for ABC in addition to Mr. Caldwell for the clears and Mr. Spearman for the regionals, fourth and final week of the second sessions on the clear channel hearings opened last Monday morning with testimony by Harold V. Hough, general manager of WBAP Fort Worth (NBC), minority owner of KGKO Fort Worth (ABC), and member of the ABC station advisory committee. Mr. Hough submitted an analysis of public service sustaining programs and features carried on WBAP during 1945.

Traced History

He traced the history of the half time 50 kw clear channel station (820 kc) from its beginning in 1922 as a 10-watter operating on 360 meters. The owners of the station, Carter Publications Inc., publishers of the Fort Worth *Star-Telegram*, were the original licensees of the station and have pioneered in radio, he said.

He testified the station began its first regular newscast program in 1935, without benefit of the wire services, and that this program has continued unsponsored except for a tag line: "Read the *Morning Star-Telegram*." He presented data showing 192,618 pieces of mail received from 45 states, Canada and Mexico from listeners during the period from February 17 to March 17 of 1943.

Questioned by Comr. Hyde as to his activities on the ABC station advisory committee, Mr. Hough explained that the committee receives expressions from the affiliates and channels them to the network. Recently, he said, the committee met on an island off the coast of Georgia but usually meets at network headquarters. A typical meeting, he said, would find the affiliates conferring among themselves one day "to tell the network what they have on their mind." On the next day, he said, the affiliates meet with

(*Continued on page 94*)

AND THAT ain't all. Here's part of the testimony comprising Docket No. 6741—better known as the clear channel hearings. The volumes shown cover the first 186 of the 259 exhibits introduced into evidence during the second phase of the proceedings which concluded Thursday. Custodians of the documents are Sally Blaine, head information and record clerk, and Charles W. Worthy, chief, docket section, FCC.

Cities Picked for FM Network

CITIES where transmitters have been "assumed" for the 200-station FM network projected by CBS in the clear channel hearings were listed at Thursday's session by William B. Lodge, CBS director of general engineering (see story above). Here is the list, with antenna height and effective radiated power assumed for each station:

Principal City	*Radiated Power (kw)*	*Antenna Height (Ft.)*
ALABAMA		
Birmingham	40	750
Mobile	10	500
Montgomery	10	500
ARIZONA		
Phoenix	10	500
Tucson	1	300
ARKANSAS		
Ft. Smith	10	500
Little Rock	40	750
CALIFORNIA		
Bakersfield	1	300
Fresno	10	500
Los Angeles	Dir. Ant. 25 kw max. radiated power NW. and SE.	5,500 Directional antenna—
San Francisco-Oakland, San Jose	20	1,000 5 miles W. of San Mateo —elev. 1,100 ft.
Stockton	10	500
Sacramento	10	500
San Diego	10	500
COLORADO		
Colorado Springs	10	500
Denver	50	1,500 15 miles W. of Denver— elev. 7,000 ft.
Pueblo	10	500
CONNECTICUT		
Hartford-New Britain, New Haven, Waterbury	7	750 Near Meriden
Bridgeport	1	300
New London	0.25	250
DELAWARE		
Wilmington	1	300
DISTRICT OF COLUMBIA		
Washington	20	500

(*Continued on page 107*)

Record Sales Awaiting FCC Approval

Transaction for WCAU Is Last of Three Still Pending

THREE SEPARATE transactions, involving record-breaking stripped prices of $2,000,000 or better, await final FCC approval with the purchase last week of WCAU Philadelphia by the *Philadelphia Record* for a gross figure of $6,000,000 but a net price of $2,500,000.

Meanwhile, negotiations were in progress on at least two other station sales in the "beyond a million" category.

Other pending sales, awaiting FCC action, are King-Trendle Broadcasting Corp. (WXYZ Detroit and WOOD Grand Rapids) for a gross figure of $3,650,000 to American Broadcasting Co. and the final decision on sale of WINS New York by Hearst Radio to Crosley Corp. for a total price, including $400,000 in time, of $2,100,000. The WINS sale tentatively had been denied but oral arguments and a possible revision of the contract are in the offing.

WCAU Sale Announced

The WCAU sale was announced last Wednesday by J. David Stern, president of the *Philadelphia Record* and the *Camden Courier-Post*, upon completion of negotiations with Dr. Leon Levy, president, and his brother, Isaac D. Levy, Philadelphia attorney. Earnest money of $100,000 has been advanced by Mr. Stern, with the formal application shortly to be filed with the Commission. The Washington law firm of Leonard Marks and Marcus Cohn represents the Stern interests.

The price of $6,000,000 includes $3,500,000 in assets, represented by approximately $3,000,000 in cash and securities and the balance in real estate. The 50,000 w clear channel WCAU is a CBS outlet. Minority interest in the station is held by William S. Paley, CBS board chairman. The Levys are substantial stockholders in CBS.

May Affect KQW Sale

The WCAU transaction may conceivably have a bearing on FCC consideration of the pending sale of KQW San Francisco by the Brunton Bros. to CBS for $950,000. WCAU, because of the Levy Bros. ownership interest in CBS and the Paley holdings in WCAU, has been construed in certain FCC quarters as constituting network control of the station, which would give it eight rather than seven outlets. There have been indications the FCC would deny the KQW transaction on such a basis. Elimination of WCAU as a factor in CBS' ownership, it was reported, provides a new element.

Mr. Stern, a liberal publisher, is a staunch New Dealer and was a close personal friend of the late President Roosevelt. His son, David 3d, publisher of the *Camden Courier-Post*, is expected to become active in radio operations, including plans under way for television. A new $3,000,000 building project, to cover a combination of the newspaper, aural broadcasting and television plant operations was announced by Mr. Stern.

Artist's view of proposed $3,000,000 home for WCAU and the Record.

Leon Levy, president and directing head of WCAU, will continue in that capacity while both he and his brother will sit on the new WCAU *Record* board. All of the stock in the newspapers is held by Mr. Stern, members of his family, or executives of the newspapers. Smith Davis, head of the Smith Davis Co. of Cleveland, newspaper and radio financiers, is Mr. Stern's financial adviser and participated in the negotiations.

Reports widely current that the Messrs. Levy intended reinvesting their return from the transaction in American Broadcasting Co. were formally denied. Leon Levy told BROADCASTING that he and his brother, as stockholders in CBS, would not invest in another network. Mrs. Leon Levy is Mr. Paley's sister.

The "Avco plan" of open bidding will be pursued in the WCAU transaction as it is in the King-Trendle sale [BROADCASTING, May 6]. Once the application is filed, terms of the sale will be advertised by WCAU Broadcasting Co. in Philadelphia newspapers for a 60-day period. Simultaneously the FCC will advertise it in a public notice in the *Federal Register*. If there are other bidders the FCC would exercise the right of selecting the new licensee. In the last analysis, however, the present owners of WCAU would not be required to sell if the new purchasers were not satisfactory to them.

The WCAU transaction marks the third sale involving Philadelphia stations to newspapers in the last two years. In 1944, WPEN,

(*Continued on page 100*)

Fitzpatrick Resigns From WJR; Pioneer To Remain In Radio

LEO J. FITZPATRICK, vice president and general manager of WJR Detroit for the past 20 years and former president of the NAB, last Friday announced his resignation. He has disposed of his stock interest in the station, but his wife remains a substantial stockholder.

Mr. Fitzpatrick

Mr. Fitzpatrick intends to remain in radio but has not announced his plans. Disagreement over policy considerations with G. A. (Dick) Richards, president and principal stockholder, is understood to have motivated Mr. Fitzpatrick's resignation. Mr. Richards recently returned to Detroit from his California home. Recently Mr. Fitzpatrick disposed of his interests in WGAR Cleveland, sister-station, for approximately $300,000. His stock in WJR, it is understood, realized a return of approximately $1,000,000.

Mr. Fitzpatrick, 51, began on the program side as one of radio's earliest announcers. He is credited largely with the development of WJR, 50,000 w clear channel outlet, and originally interested Mr. Richards in acquiring control of the property.

Mr. Fitzpatrick is the second WJR executive and stockholder to retire from active work in the last few months. M. R. Mitchell, technical supervisor and an original employe of the station, announced his resignation last March.

Announcement of Mr. Fitzpatrick's successor as directing head has not yet been made by Mr. Richards. Owen Uridge is assistant general manager.

Mr. Fitzpatrick made his last formal appearance for WJR in a Washington proceeding April 30 in

(*Continued on page 93*)

ALCATRAZ COVERAGE
Networks Air Closeups On Convict Riot

NETWORKS claimed individual "beats" in reporting the attempted prison break from Alcatraz Island. Listeners heard the first flash at 3:45 p.m. (PST), Thursday [May 2], and from then on it was a free for all to get eye-witness accounts on the air as quickly as possible. NBC mikemen cruised San Francisco Bay in a launch less than fifty yards from the island, covering the story by recording equipment and shortwave.

KGO-ABC covered the prison riot from all angles, keeping a 24-hour vigil in the waters from a chartered boat. John Galbraith, Jack Webb and Jim Moser reported on the riot. KFRC-MBS scored the first actual "inside" story when it had Marine Correspondent Bob Hillburn on the air twenty-four hours after the start of the attempted break. Hillburn had landed with twenty marines to augment armed San Francisco police and island guards. No newsmen were permitted on the "Rock."

Clete Roberts, former war correspondent, was flown to the scene from Hollywood and gave several broadcasts over KGO. During the entire siege, radio bulletins were flashed and the regularly scheduled news periods were highlighted with accounts of the running gun battle between guards and convicts.

Sweets Co. Drops

DUE to raw material shortage, Sweets Co. of America (candy) effective June 8 cancels sponsorship of *Dick Tracy*, Sat. 8-8:30 p.m. on ABC. Agency is Ivey & Ellington, New York.

Nabisco on 159

NATIONAL BISCUIT Co., New York (Nabisco and Honey Maid graham crackers), May 5 for one month started live spot announcements and newscasts varying from five to fifteen minutes on 159 stations throughout the country. Agency is McCann-Erickson, New York.

Sinclair Sponsors

SINCLAIR REFINING CO., of New York, has started a campaign of 15-second transcribed chain breaks on 85 stations in 55 markets to feature "Power-Packed Sinclair H-C Gasoline" and new premium grade Opaline motor oil [BROADCASTING, May 6]. Contracts, starting May 1, vary from 26 weeks to 37 weeks on various stations. Spots are being used on a national basis, except for the West Coast and New England territories. Total of 18,000 station breaks is estimated as amount to be used for balance of the year by the advertiser. Agency is Hixson-O'Donnell Adv., New York.

Bread is big dough in Richmond!

Pictured above are just two products from two of the large baking plants in Richmond. Wonder Bread from the Continental Baking Company and Nolde's from Nolde Brothers. Both are clients of WLEE.

The baking industry in Richmond, serving Richmond and Eastern Virginia, has an annual payroll of some two and one-half million dollars!

It's another of the many diversified industries in this town that's the top of the South, that enables the Richmond Chamber of Commerce to say: "In every financial crisis since 1867, Richmond was less affected than the nation as a whole."

It's a continuous prosperity market, and if you want a low selling cost in radio . . . use WLEE. It's the station Richmond has learned to listen to.

WLEE success story

D____ C____, recently back from military service, is independent agent for a large insurance company. His company sponsors the 8:00 - 8:05 A.M. News on WLEE.

His first program was on Friday, April 19. Five minutes after the program, at 8:10 A.M., a WLEE listener telephoned C____ at his home. An appointment was made for 10:00 A.M. At 11:00 A.M., C____ had sold this listener a policy.

The premium is enough to cover C____'s advertising costs on WLEE for TWO MONTHS.

W-L-E-E

Mutual . . . in Richmond . . . the continuous prosperity market

TOM TINSLEY, Director **IRVIN G. ABELOFF, Gen. Mgr.** ***Represented by Headley-Reed***

Calif. Radio Set For Medical Assn.

Messages on 17 Stations to Answer Socialized Plan

MARKING the first broad radio advertising campaign undertaken by medical men, California Medical Assn. has voted to spend $70,000 annually in radio to answer exponents of socialized medicine. Association's radio message will seek to inform Californians on the voluntary health and accident plan.

The medical group has signed to sponsor the historic drama, *California Caravan*, on 17 Don Lee California stations, Wednesdays, 7-7:15 p.m. (PST) for 52 weeks starting June 12. Program format was conceived by Lou Holwze, radio director of Lockwood-Shackleford Advertising, Los Angeles.

Program along with others of competing agencies were auditioned May 6 for 40 members of the medical association and Dr. Phillip A. Gilman, president, at the association's annual convention in Los Angeles. Final approval came last Tuesday.

California Caravan is co-authored by Mr. Holwze, assisted by Lee Roddy. Bo Purcell is narrator.

Significant Point

Significant point is that program selection was unanimously approved by body and yet will not possess any medical scene aiming at widest audience possible. Consistent with dignity of profession, program aims to entertain and reserves sales talk for commercials.

The eight-year-old California Physicians Service, operating under the California Medical Assn., is nation's oldest voluntary medical plan of its kind, according to Clem Whittaker, president of Campaigns Inc., San Francisco. Latter organization is handling public relations campaign for the medical group.

Chrysler Cancels

CHRYSLER CORP. on May 30 will cancel sponsorship for the summer of *Music of Andre Kostelanetz*, Thurs. 9-9:30 p.m. on NBC through Ruthrauff & Ryan, New York. Decision as to whether sponsor will return to the air in the fall is still undecided. The *Dick Haymes Show* for Electric Auto-Lite Co. (spark plugs, auto accessories), formerly heard Sat. 8-8:30 p.m., will shift to spot vacated by Chrysler program.

Quaker Adds 19

SUPPLEMENTARY to 300 Mutual stations carrying *Those Websters* on Sundays, Quaker Oats Co., Chicago, is transcribing show for rebroadcast weekly on 19 stations effective May 10. Non-network stations carrying half hour show are: WALA KOY KTUC KNOE KTBS WRDO WLBZ WCSH KATE KYSM KPOC WHAM WSJS WCSC WFBC KSOO KGNC WEAU WMAM. Agency is Ruthrauff & Ryan, Chicago.

1893 George Wellington Smith 1946

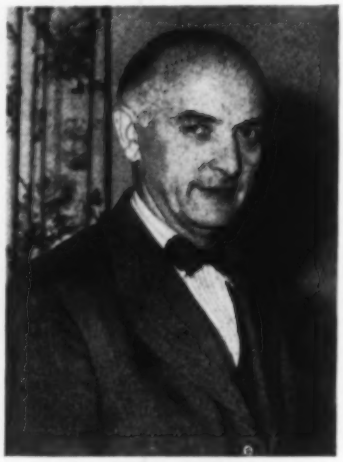
GEORGE WELLINGTON SMITH, 52, vice president of the Fort Industry Co. and managing director of WWVA Wheeling, died at 4:30 Thursday afternoon in Ohio Valley General Hospital, Wheeling, of cerebral hemorrhage, seven hours after being stricken in his office.

Mr. Smith was conferring with Paul A. Myers, program director, when stricken at 9:30 a.m. He was rushed to the hospital. At noon he lost consciousness. Although he had been in ill health for two years, his death was unexpected.

Services were to be conducted at 10:30 this morning at the Kipner Funeral Home, Wheeling, with burial there.

Mr. Smith was active in industry affairs, serving on various NAB and West Virginia Broadcasting Assn. committees. In mid-March he led a move on the part of the West Virginia group to place stations in that state on daylight savings time that network operations might be coordinated with those of originating centers [BROADCASTING, March 18].

He took an active part in the NAB District 4 meeting at Virginia Beach last month and attended the Institute for Education by Radio in Columbus, May 3-6.



MR. SMITH

Mr. Smith took a vigorous part in discussions at the AER and his associates fear he overtaxed himself. He returned to Wheeling just two days before his death. Although he was tired, he insisted on working.

Mr. Smith never used his middle name—always signing, "George

(*Continued on page 93*)

Emerson Head Says OPA Okays An 8% Increase for Set Makers

OPA HAS AGREED to grant radio set manufacturers an eight percent price increase, Benjamin Abrams, president of Emerson Radio & Phonograph Corp., said in New York Thursday following his return from a meeting with OPA officials in Washington.

In the lower price field, covering sets retailing up to $30, the full increase will be passed on the public, and in the medium and higher priced sets it will be partly absorbed by distributors and dealers, he said. He expressed the belief that the increase will become effective within the next few days. Manufacturers may have to ask for further relief in some cases, he said, as the eight percent may not be enough to cover their increased costs, particularly in the lower price field.

FM by Summer

Reporting that his company is currently turning out 4,000 to 5,000 AM receivers a day, chiefly table models and portables, Mr. Abrams said that Emerson expects to have FM sets on the market by late summer and television sets by fall. The FM sets, which will all include AM as well, will start with table models priced at $60 and will include a few other models running up to $200 for a console that will also contain a phonograph with record changer.

First Emerson video receiver, Mr. Abrams said, will be a table set with a seven-inch tube, priced at about $150, and a console model with a ten-inch tube, priced at about $200. Later models will also include an AM receiver. Former will receive only the television programs with their sound.

Asked about video receiving antennas, Mr. Abrams stated that Emerson will supply them to its dealers who will handle the installation. Antennas installed will cost the television set purchaser from $5 to $30, he estimated, reporting that tests indicate a wide variation in reception problems throughout the New York metropolitan area.

He predicted that television will not start off with a bang, but will develop slowly and that sets must be offered at low prices initially to attract purchasers despite the mediocrity of present-day video programs. He expressed the belief that there is enough interest in television on the part of the public to provide a good market for low priced sets, but said that program quality cannot be expected to improve until there are enough sets in use to attract advertisers.

Network Newsmen Prepare for Test

Ready for Jumping Off to Atom Bomb Show

ALL FOUR networks last week began moving their newsmen who have been assigned to cover the atom bomb experiment to their jumping-off points.

The following correspondents will represent ABC: Frederick B. Opper, network's far eastern correspondent, left Shanghai May 10 en route to Pearl Harbor to join the *U. S. S. McKinley*, flagship of the "Crossroads" fleet. Clete Roberts, who served as war correspondent in Europe and the Pacific, will leave San Francisco June 12 aboard the *U. S. S. Appalachian*, the press ship bound for Bikini Atoll, the scene of the experiment. Larry Tighe was scheduled soon to leave Tokyo to proceed to Kwajalein Island, from which the atom bombing plane will take off.

MBS Coverage

MBS will have the following newsmen aboard the *U. S. S. Appalachian*: Quentin Reynolds, Cecil Brown, from New York, Don Bell, Tokyo correspondent, and Robert Stewart, Manila correspondent. Frank D. Morris, former *Collier's* correspondent, Ernest K. Lindley of *Newsweek* and Jerome Beatty of *American Magazine* will also broadcast from the scene of the tests for Mutual.

NBC, whose full list of correspondents to be sent to cover the experiment is not completed as yet, so far has assigned Ralph Howard Peterson, NBC Chicago news commentator, who sailed from San Francisco May 8 aboard the *U. S. S. McKinley*, W. W. Chaplin, NBC roving reporter and George Thomas Folster, NBC Tokyo correspondent.

Four CBS correspondents scheduled to report the tests are Bill Downs, whose broadcast from an observation plane will be pooled to all networks, Webley Edwards, who will broadcast from Kwajalein Island, Don Mozeley, from the *U. S. S. Appalachian* and George Moorad, not yet assigned.

CBS Dividend

CASH dividend of 40 cents per share on the present class A and B stock of $2.50 par value was declared May 8 by the board of directors of CBS. Dividend is payable June 7 to stockholders of record at the close of business on May 24.

Consider Replacement

ALTHOUGH contract has not been reported signed, Orson Welles *Mercury Theatre* is expected as summer replacement for Pabst Brewing Co. *Danny Kaye Show* on CBS effective June 7. Program would originate from Hollywood. Pabst agency is Warwick & Legler, Los Angeles. In September 1947 Eddie Cantor takes over period for Pabst [BROADCASTING, May 6].

WOW, with 5000 watts on 590, can be heard **CLEARLY** more than 100 miles from Omaha. **WOW** is **LISTENED** to because it is a basic NBC station, carrying 33 of the 50 top-rated programs plus first-class local features and NEWS. Thus **WOW** gives you **THE BIGGEST RADIO AUDIENCE** your money can buy in the Omaha trade territory.

WOW

AT 590 KC.	NEEDS ONLY 5000 WATTS TO DELIVER A 2½ MILLIVOLT SIGNAL 100 MILES
AT *1100 KC.	90,000 WATTS WOULD BE NEEDED TO DELIVER THE SAME SIGNAL 100 MILES
AT *1300 KC.	190,000 WATTS WOULD BE NEEDED TO DELIVER THE SAME SIGNAL 100 MILES
AT *1500 KC.	420,000 WATTS WOULD BE NEEDED TO DELIVER THE SAME SIGNAL 100 MILES

IT'S A FACT

The chart above, based on computations by competent radio engineers, shows how much MORE power is needed to lay down a 2½ millivolt signal, in the Omaha area, at frequencies higher than 590. *WOW's 2½ millivolt contour actually has been established* at nearly 200 miles from Omaha in every direction.

★ **These are the approximate frequencies of other full-time stations in the Omaha area.**

RADIO STATION
WOW INC.
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY • NBC IN NORTH PLATTE

JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.
JOHN BLAIR & CO., REPRESENTATIVES

Bill for Permanent Licenses Expected

Free Radio Under Bill of Rights Suggested

LEGISLATION to make broadcast licenses permanent and to restrict the FCC's self-asserted powers over programs is expected to be introduced in the House before the 79th Congress adjourns in July, it was learned last week.

Some Congressmen favored submission to the states of a constitutional amendment which would guarantee to radio the same freedom guaranteed to the press in the Bill of Rights.

At the same time it was revealed that Republican leaders have been studying proposals for restrictions on commentators who, they charge, "are spouting New Deal propaganda" [CLOSED CIRCUIT, May 6]. The perennial "franchise tax" on radio was revived during discussions.

FCC 'Sword'

Informal conferences the past week by both Republican and Democratic Congressmen brought out that many members feel: (1) there is too much Administration "propaganda" on the air; (2) the FCC, by its indirect control over programs, fosters a liberal amount of such propaganda by holding a "sword over licensees in the form of temporary licenses and threats of revocation for failure to broadcast sustaining public service programs"; (3) by using the temporary license as a whip to enforce its "policies," FCC has, in effect, made puppets of broadcasters at the hands of "bureaucrats."

While the heaviest criticism was leveled at the FCC, which was charged with "ambitions to control the American people through control of radio," broadcasters did not escape bitter denunciation.

"Unless radio cleans its own house and gets rid of these propagandists who go on the air under the guise of reporting news, Congress will clean it for them and it won't be pleasant," declared one high-ranking Representative.

Rep. B. Carroll Reece (R-Tenn.), chairman of the Republican National Committee, said he felt definite legislation is badly needed, in view of the FCC Blue Book, but he would want to give any legislation restricting commentators "the greatest of study."

"It would be difficult to get free speech through legislation without giving the FCC more powers than the Commission has assumed," said Mr. Reece. "I feel that radio should use editorial judgment and make sure that when a man campaigns on the air he is not announced as a reporter of the news, but rather as a commentator expressing his personal views."

Rep. Clarence J. Brown (R-Ohio), chairman of the Republican National Executive Committee, himself a newspaper publisher, said radio news should be handled as it is in newspapers. "Let the news be reported objectively," he said. "If a man wants to comment, it should be made plain to the listeners that he is expressing his own views or those of his sponsor, and is not reporting news as such."

A fortnight ago a survey on Capitol Hill revealed that any action on pending radio legislation this session was remote [BROADCASTING, May 6]. Since that time, however, developments have been such that authors of some of the pending House bills are demanding immediate consideration of their measures.

Antagonism towards radio in general rose to a new high following what Republican leaders charged was a "campaign by radio to perpetuate Government controls through continuance of the OPA."

"Of all the commentators, particularly on the American Broadcasting Co. network, who cried that the House-passed OPA bill would bring inflation and kill the OPA, not one performed the first requisite of a good reporter by telling the people just what the House amendments mean," said one Congressman.

"All you heard from certain commentators was that the House riddled the OPA bill with amendments, that inflation was coming and that the only way to stop it was to continue the OPA. I doubt if any one of those commentators knows what is in the House-passed bill. If he did, he wouldn't go off half-cocked that way." The spokesman charged that the commentators were "only doing what they were told to do by Administration bureaucrats who want to continue the Government's strangle-hold on the American people."

"Propaganda on the air threatens to shake the very foundation of our freedom," he added.

In discussing means of combatting what Republican Congressmen termed "an organized propaganda campaign to perpetuate the New Deal" the general feeling was that while the FCC has held a threat over the heads of broadcasters by placing some 300 or more stations on temporary licenses because of "insufficient sustaining public interest" programs, it was the intent of Congress—and still is—that licensees alone shall determine what goes on the air.

Public Affairs Broadcasts

"The Commission hints that radio stations ought to carry more sustaining public affairs broadcasts," said one Congressman. "What the Commission means is that radio stations ought to carry more Administration propaganda. We in Congress feel otherwise and unless broadcasters take affirmative steps to curb the outpouring of propaganda, we'll do it."

Rep. Richard B. Wigglesworth (R-Mass.) said he would press for hearings on his bill (HR-3716) designed to "further protect freedom of speech over the radio," introduced last July 6 [BROADCASTING, July 9, 1945]. Chairman Clarence F. Lea (D-Calif.) of the House Interstate and Foreign Commerce Committee, is campaigning for renomination in the California primary and won't return to Washington until early next month.

Before he left, however, he said that with a full schedule of "must" legislation, his committee would not go into radio legislation before adjournment. Rep. Wigglesworth, on the other hand, declared "we've got to pass some legislation immediately or face complete domination of the air by the bureaucrats through FCC control."

Rep. Wigglesworth's bill would amend Section 326 of the Communications Act by adding restrictions designed to protect freedom of speech. His bill would provide that no radio station shall "deny any citizen of the United States access to, or the right to use, its radio communication facilities, or in connection with its radio station activities discriminate in any manner aganst any citizen of the United States," because of "opinion, conclusion, statement, or comment" not otherwise prohibited by law.

The bill further would give any citizen "who alleges that he has been denied access to, or the right

(*Continued on page 41*)

BLUE BOOK DEBATERS at the 16th Annual Institute for Education by Radio in Columbus, Ohio, were Sidney M. Kaye (r), executive vice president and general counsel, Broadcast Music Inc., and Charles Siepmann (l), New York U., author of *Radio's Second Chance*. Lyman Bryson (c), director of education, CBS, was chairman of discussion, "Radio Faces the Future; Will Government Supervision Improve Radio Programs?"

Durr Would Welcome Court Test of FCC Program Control

COMMISSIONER Clifford J. Durr, who generally is considered the power behind the Blue Book, would like to see a court test of the FCC's powers to operate under the Book's proposals.

He acknowledged this in a debate with Sidney Kaye, director of Broadcast Music Inc., at the annual dinner of the Ohio State U. Sixteenth Institute for Education by Radio in Columbus on May 5.

"When the FCC steps beyond its bounds, the courts are there to act," Mr. Durr said after a sharp exchange with Mr. Kaye. "I believe it would be fine if some broadcaster would put the issue to test."

Mr. Kaye countered that such a procedure would be asking a broadcaster to place his economic security in jeopardy. Mr. Durr contended that a licensee would not be placing his security in jeopardy if he should possess a license in the first place.

Mr. Kaye opened the debate, which was the highlight of a four-day series of sessions devoted in the main to problems surrounding the issuance of the report on *Public Service Responsibility of Broadcast Licensees*. He eliminated many of the provocative matters raised by the Report, devoting his main remarks to the contention that the Report is not only quantitative in nature, as claimed by the Commission, but also qualitative.

He posed three questions relative to the Report's provisions:

(1) Are they necessary?
(2) Will they work?
(3) Do they involve dangers which outweigh the advantages?

Answering the questions himself, Mr. Kaye maintained that the Commission could not in practice review the reports on programming it seeks from licensees without mak-

(*Continued on page 34*)

ZBM

BERMUDA'S Own Station Now On The Air!

- American Broadcasting Co.
- Canadian Broadcasting Corp.
- National Representatives:
  John Blair (U.S.)
  Horace N. Stovin (Canada)
- Cole E. Wylie, General Manager

ON MAY 12, ZBM, Bermuda's first station, broadcast its inaugural programs to an audience of 38,000 which, heretofore, had no regular radio service. Right from the start, Bermuda folk knew they had a station of their own . . . ZBM—Bermuda's Own Station.

Perhaps we shouldn't mention such worldly terms as coverage, population, retail sales and imports expressed in millions. Particularly since Bermuda is such a gracious place for easy living surrounded by sun, sea and coral sand with the scent of cedar in the air.

But we must. Bermuda is a market, too. A market you have been missing because before now there was no adequate way to cover it.

From St. George on the East to Somerset on the West is some 20 square miles. Almost equidistant from each is Hamilton, home of ZBM's 250-watt voice which covers the area intensely. ZBM is the *only* station which can guarantee complete island coverage.

Soon the "high" way to Bermuda will land thousands of vacationeers on Darrell's Island Air Base; the low road will tote thousands more to Hamilton Harbor. Vacationeers estimated at 5000 will lounge on the coral beaches, reel in tuna or drive along oleander-hedged roads. They're in Bermuda for lazy days of luxurious living. And the millions they spend flow from city to village making things grow and thrive; flow back to the States in return for American products—your products, perhaps. Bermuda imports for 1946 are estimated at 17 million dollars.

Sixty local accounts started with us right from the beginning. Why not bring *your* product to Bermuda? Let our "coverage" of 38,000 hear it over ZBM. We'll show you results that will make you wish you'd come to Bermuda sooner.

HAMILTON **ZBM** BERMUDA

Along the Inland California Beeline

. . . Summer and Winter FUN SEEKERS leave the area $350,000,000 richer every year

SPORT LOVING Californians (and thousands from other states) trek to the Beeline's high Sierra for fun in snow and sun. This is the land of mile high Lake Tahoe and glorious Yosemite . . . of tall trees, record trout catches, ski runs . . . of Summer homes and famed resorts.

Travel and recreation normally constitute California's third largest industry, and the Beeline is the leading recreation area in the State. From this one activity is derived $350,000,000 yearly . . . ANOTHER REASON WHY THE BEELINE AREA'S TOTAL ANNUAL INCOME RUNS CLOSE TO TWO BILLION DOLLARS!

Grand for fun but tough on OUTSIDE radio signals are the mountains around the Beeline. For effective coverage of California's central valleys, plus rich Reno and environs, you need radio stations operated from INSIDE the market.

You can use all five Beeline stations or any combination . . . choose best availabilities on each station (low combination rate) without cost of lines or clearance problems. Check the facts and you'll agree—YOUR BEST BET'S THE BEELINE.

Remember these

5 BEELINE Stations

. . . each a dominant HOME station, powered for a top-notch selling job in its own market area. NOT a regional network, Beeline stations blanket California's mountain ringed central valleys, plus Reno and wealthy western Nevada.

KOH

Reno. National Broadcasting Company. Established 1928. Primary coverage of 12 counties. KOH, Nevada's most powerful station, is the ONLY station which can be heard consistently in the Lake Tahoe area in Summer. 1,000 watts—630 kilocycles.

KFBK Sacramento (ABC) Estab. 1922	**KERN** Bakersfield (CBS) Estab. 1932
KWG Stockton (ABC) Estab. 1921	**KMJ** Fresno (NBC) Estab. 1922

McClatchy Broadcasting Company

Sacramento, California

Paul H. Raymer Co., National Representative

Blue Book Controversy Is IER Theme

1173 Attend Ohio State Sixteenth Institute's Four-Day Meet

(*Other Institute stories on pages 29, 33, 76, 80, 84*)

THE OHIO STATE U. Sixteenth Annual Institute for Education by Radio, which attracted a record audience of 1173, developed into a four-day book review.

The book reviewed was the FCC Blue Book, popularly ascribed name of the Commission's Report on the Public Service Responsibility of Broadcast Licensees which was issued March 7.

In 44 individual panel and general sessions, featuring 270 speakers and chairmen, discussions on subjects as unrelated to day-to-day radio matters as the atom bomb eventually developed around the controversial Blue Book. Institute director was Dr. I. Keith Tyler, director of radio education, O.S.U.

The man everyone was talking about, after the show was over, was the man who opened the forensics at the inaugural General Session in the Columbus, Ohio, Deshler-Wallick Hotel May 3: MBS President Edgar Kobak. As the session chairman, Mr. Kobak was in rare form as he juggled with professional ease the explosive personalities of such men as Comr. Clifford J. Durr of the FCC; H. B. McCarty, director, WHA, U. of Wisconsin; Justin Miller, president, NAB; Nathan Straus, president, WMCA New York and Davidson Taylor, v-p and director of programs, CBS. Topic for the opening session was "Has Radio Reconverted?"

Mr. Kobak had his hands full as the expected debate between Mr. Durr and Mr. Miller developed. Mr. Straus and Mr. McCarty enthusiastically endorsed the FCC Report.

Out of the entire Institute, generally conceded the best yet undertaken by the Ohio State U. in conjunction with the Assn. for Education by Radio, these major points developed:

1. The Commission, as represented by Spokesman Durr, does not intend to retreat from its stand on the Report.

2. Broadcasters generally fear its far-reaching effect on their programming operations.

3. Educators, for the most part, go along with the Commission.

4. The Blue Book—although represented as a Report—has the effect of regulation.

5. The FCC's ability to pass only QUANTITATIVELY on matters dealing with programs without reviewing QUALITATIVELY is much in question.

Educators and social scientists, who dominated the sessions, evidently see the new FCC policy as a wedge providing them with greater opportunity to place education-produced programs on standard broadcasting stations. Broadcasters attending the meetings, in cloakroom sessions, were bemoaning what they foresee as a rising tide of educators—with scripts-in-hand—descending on their premises.

Commissioner Durr warned that radio's future depends on the extent to which it will grant freedom to "technology" to eliminate economic barriers to competition and progress.

He scored the "lip-service to good American words 'progress' and 'competition'" of the industry itself which he charged with frequently impeding distribution of new and improved devices, particularly in radio. He repeated inferences made frequently in the past of his suspicion that "there seems to be a tendency on the part of radio to cling to its old system of aural broadcasting in fear of new competition from a system admittedly superior."

To support his arguments, the Commissioner said 85 radio manufacturers replied to an FCC questionnaire that an estimated 22,000,000 receiving sets were scheduled for production in 1946.

"Yet," he declared, "of these 22 million sets only 1,800,000, or about 9% are to contain FM bands.

"In the interest of the rapid development of FM it is to be hoped the American public will demand manufacturers make such improvements available," he said.

Commissioner Durr voiced the opinion that television will not be a business for small operators or for small towns for some time. He said that Stratovision, proposed Westinghouse plan to broadcast television from high-altitude airplanes, may prove to be the answer to the high cost of television networks.

Mr. Durr returned to the popular subject which dominated the conference in his concluding remarks.

"The Commission," he declared, "made certain allegations of fact in support of its belief. None of these allegations have been challenged.

"The Commission cannot and will not attempt to provide the ideas and information so essential to our understanding of the world we live in.

"It has attempted," he concluded, "to try to keep open the channels through which such ideas and information may flow."

Mr. Miller challenged the Commissioner's remarks and the authority of the Commission itself, declaring radio "will not docilely consent to government of the content of our programs."

Mr. Miller cited radio's outstanding war job and its present efforts in its peacetime operation. He said Herbert Hoover's recent Cairo broadcast was an example of radio's force in keeping the public informed.

He said that with 25 years of progress behind it, radio has not by any means exhausted its "almost boundless potential." Radio, he declared, has had only one slide-rule by which to measure the success of its activities—the public.

"Constructive criticism from listeners themselves will inevitably lead to better programs," he declared.

Nathan Straus, president, WMCA New York, created a buzz of excitement among the audience by recommending four steps to overcome the "evils of over-commercialism" in radio. The remedies, he declared, are:

1. Broadcasters should take immediate steps to eliminate middle commercials in all news programs.

2. Make a comprehensive study to determine how much time commercials take of total air time.

3. Exclude from the air patent medicines or any dangerous or potentially harmful medical products.

4. Limit advertising agency domination of programming and production.

"The answer to the question of whether broadcasting is assuming its postwar obligations is 'No'!" Mr. Straus told the Institute.

"The FCC recently published a report on the public service responsibility of broadcasters. The report was fair and dealt for the most part in facts and statistics," he declared.

"It seems to me that the radio industry itself would welcome such criticism, carrying as it does an

(*Continued on page 76*)

IER BROADCASTS

All Networks Air Some Sessions for Listeners

RADIO PROGRAMS which originated at the 16th Annual Institute for Education by Radio in Columbus, were (all times EST):

Friday, May 3, 2:30-3:00 p.m.—International Junior Town Meeting. "What Does Youth Think of World Government?"

Saturday, May 4, Country Journal, 7:30-8:00 a.m. (CBS).
Invitation to Learning, 11:00-11:30 a.m. (CBS).
American Farmer, 11:30 a.m.-12 m. (ABC).
Our Foreign Policy. "American Policy on International Information," 6:00-6:30 p.m. (NBC).

Sunday, May 5, The People's Platform—"Will Government Supervision Improve Radio Programs?" 12:00 m.-12:30 p.m. (CBS).
The University of Chicago Round Table—"The Implications of Atomic Energy," 12:30-1:00 p.m. (NBC).
Northwestern University Reviewing Stand—"Are the Schools Doing Their Job?", 1:00-1:30 p.m. (MBS).

Television Plan Realignment Announced by The Journal Co.

By WALTER J. DAMM
Vice President in Charge of Radio
Journal Co., Milwaukee

THE JOURNAL CO. has asked the Federal Communications Commission for permission to build and operate an experimental high frequency television station. At the same time the company requested the Commission to dismiss without prejudice its request for extension of construction permit for television station WMJT. This action in no way lessens the Journal Co.'s interest in television nor does it in any way affect company's promise to bring television to Milwaukee when a program service becomes available which would merit the public's investment in television receiving sets.

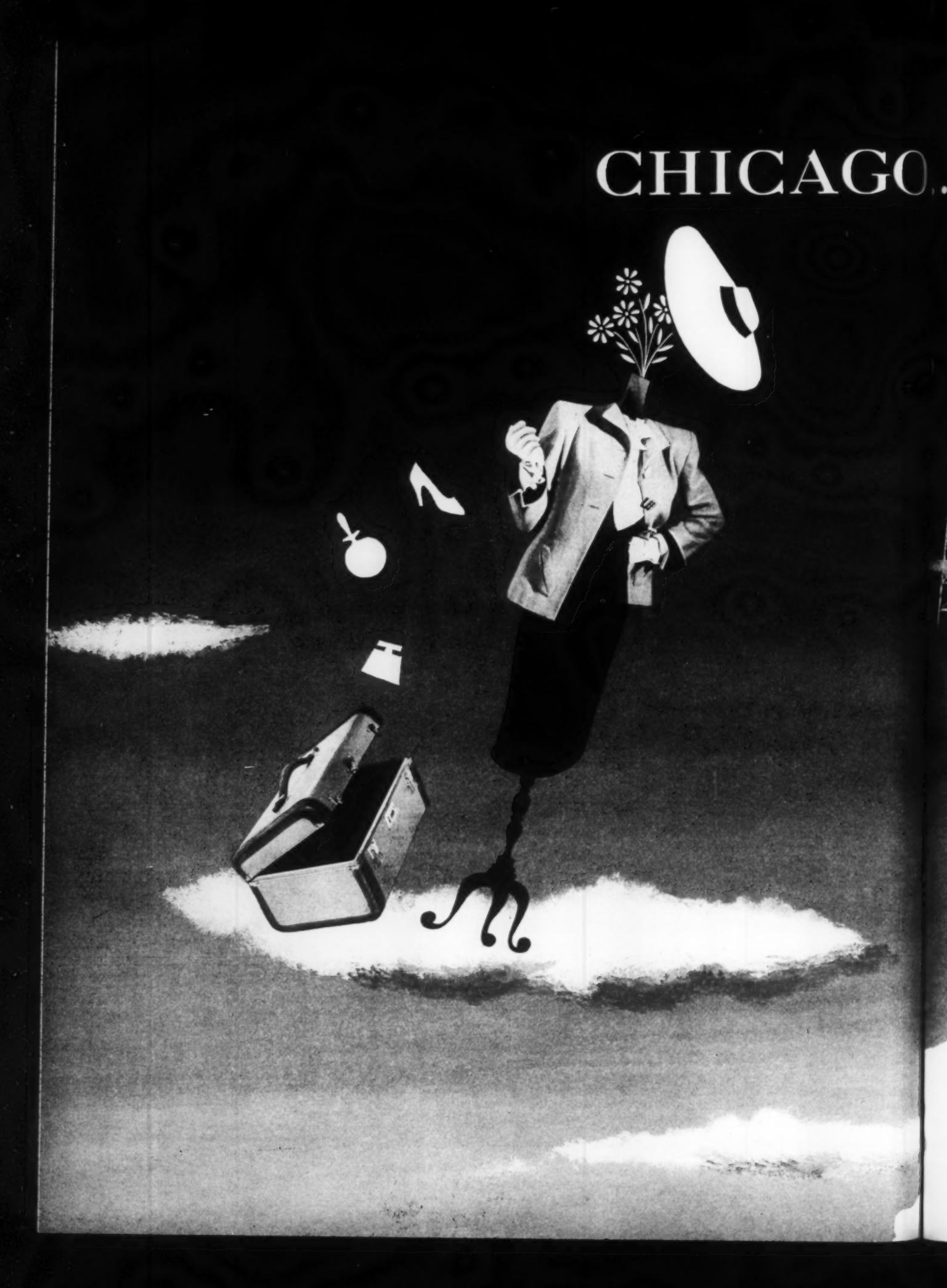
Mr. Damm

The CP for proposed television station WMJT covered a low-frequency station capable of transmitting only black and white pictures. Recent developments in television indicate that the future trend of this new art lies in the high-band of radio frequency where it will be possible to transmit black and white pictures of greater clarity and sharpness and where, too, it will be possible ultimately to transmit television pictures in full natural color. *The Journal's* action is taken with the full realization that high-frequency color television is still a long way off—possibly as much as five years from now. However, a consideration of all factors involved, such as building restrictions, the long wait for the delivery of transmitting equipment and the uncertainty of network television service out of Chicago, lead *The Journal* to conclude that it might take two to three years before a low-frequency black and white television station could be completed in Milwaukee. Therefore, such a station might have only some two years to operate before the high-frequency color television becomes a reality.

CLAIMS and counter-claims on television have, in many cases, only added to the confusion of independent station owners seeking to adjust operations to the advent of sight broadcasting. The Journal Co., Milwaukee, one of the bellwether radio organizations of the industry, has made its choice. Here Walter J. Damm, vice president of the Journal Co., in charge of its WTMJ (AM), WTMJ-FM and WMJT (video), tells why. As a former NAB president, pioneer in FM and a founding father of FMBI, his opinions should interest other independent operators.

The Journal Co. is convinced that

(*Continued on page 29*)


CHICAGO

....picks them out of the air

Dresses, hats, belts, compacts—Wieboldt's customers pick them out of the air.

Like the people who have patronized its stores for over sixty years, Wieboldt's is a smart shopper. Nine years ago Wieboldt Stores, Inc. began to test the selling power of radio in America's second market—Chicago. Naturally, it checked coverage, circulation, listener preference and sales results of all Chicago radio stations—naturally it chose WMAQ!

Since January 1937 Wieboldt's has continuously used WMAQ to bring friendly sales messages to an ever-increasing and always responsive audience. Today, its current programs, *Your Neighbor* (Monday–Friday), and *Hi-Time* (Saturday), are heard by thousands of loyal listeners at 8:00 A.M.

WMAQ—THE CHOICE IN CHICAGO

WMAQ, the oldest station in Chicago, has always been first choice of listeners and advertisers alike. Compelling local features and the NBC Parade of Stars make it Chicago's dominant station. Sales results make it the best advertising buy.

FIRST IN CHICAGO

WMAQ

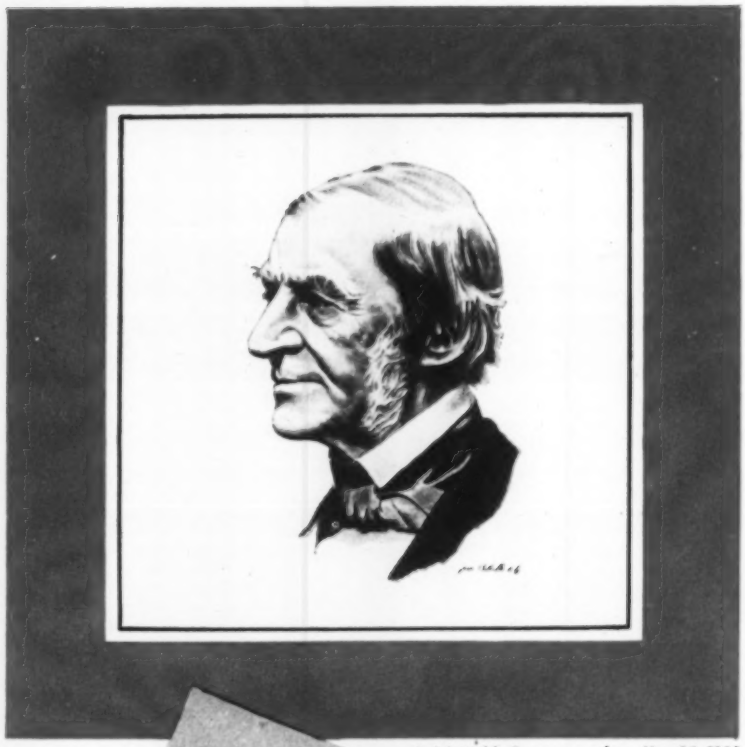
50,000 WATTS 670 Kc.

Represented by NBC SPOT SALES

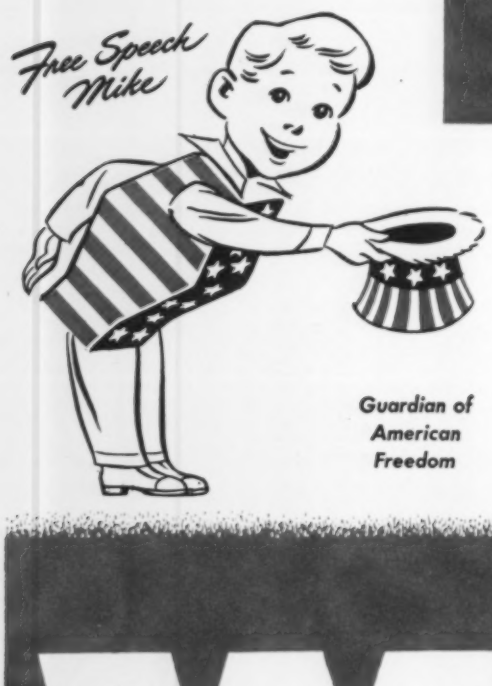
RALPH WALDO EMERSON *said . . .*

"So far as a man thinks, he is free."

Freedom of thought and freedom of speech—the right to express that thought—are the broad base of America's freedom. And to retain this blessing today, the freedom of the air must be guaranteed with the freedom of the press.



Ralph Waldo Emerson . . . born May 25, 1803



Guardian of American Freedom

AS TRUE TODAY AS IT WAS THEN!

WJR

THE GOODWILL STATION, INC., DETROIT

"MICHIGAN'S GREATEST ADVERTISING MEDIUM"

Columbia Broadcasting System Basic Station • Fisher Building, Detroit

Television

(Continued from page 25)

it would be unfair to the people of Wisconsin to engage in a form of television which might become obsolete in such a comparatively short time, thereby leaving those who have invested in fairly high-priced receiving equipment with obsolete sets on their hands.

The Journal Co.'s decision to transfer its television activities into the high-frequency field is consistent with the company's well-known policy to provide the very best possible broadcasting service to the people it serves. To this end the program of off-the-air experimentation and the training of the Radio City staff in the techniques of television will also be continued. New camera and studio equipment of the latest design will be delivered during the next few months and will serve to accelerate the program which has already given the staff a head start in preparing themselves for the efficient use of the new medium.

PHILADELPHIA'S NEW SCHOOL NET STARTS

PHILADELPHIA's first college radio network goes into operation this week linking WXPN, University of Pennsylvania; WHAV, Haverford College; WBMC, Bryn Mawr College and WSRN, Swarthmore College.

The network, known as Middle Atlantic Network of the Intercollegiate Broadcasting System, was promoted and organized by WPEN, the *Evening Bulletin* station in Philadelphia, as a contribution to development of college radio training.

The plan for the current year calls for two half-hour show originations each week by each of the four colleges. In addition, the Middle Atlantic Network will take feeds of *Evening Bulletin* newscasts from WPEN.

College stations are manned exclusively by students. While WPEN assumed the expense of line installations to form the network, the stations will operate on their own equipment until some future semester when further grants are expected.

Formation of a college network, in addition to promoting a higher standard of inter-school broadcast activity, serves as a potential source of public broadcasts.

General Motors Loss

GENERAL MOTORS Corp. had a net loss applicable to common stock of $38,419,218 in first quarter of 1946, or 87 cents a share, company has reported. Company had an operating loss of $88,988,663 for the quarter due to loss of production caused by the UAW-CIO strike. Federal income and excess profits tax adjustments reduced loss by an estimated $52,864,000, leaving a net loss of $36,124,663 before payment of regular dividends of $2,294,555 on preferred stock.

HAGER TO BECOME SESAC EXECUTIVE

KOLIN HAGER, for over two decades manager of WGY Schenectady, resigns effective May 15 to become assistant to President Paul Heinecke of SESAC, music licensing organization. At SESAC he will promote the transcription library, take part in public relations activities and supervise SESAC's national representatives.

Mr. Hager

Mr. Hager will center his activities at SESAC headquarters in New York. He is completing his second term as a member of the NAB board for District 2, (New York, New Jersey) and is a member of the board of the Advertising Council. He is director of the Schenectady Chamber of Commerce and president of the Schenectady Better Business Bureau.

In announcing the appointment Mr. Heinecke said that Mr. Hager's extensive background as a broadcast executive, as well as his early music training when he was headed toward the concert stage and opera, admirably suited him for the post. He referred also to his experience in FM and television, which will enable SESAC to offer better service in those fields.

Mr. Hager entered radio in 1922 while in the General Electric publicity department, as studio manager of the new WGY. Before networks were organized he built a hookup of WGY, WJZ and four other stations into a hookup, adding Cleveland and Chicago outlets before NBC took over. He helped GE set up KGO Oakland and KOA Denver. In World War I he was leading man of a doughboy theatrical troupe that toured Europe.

Powerful Transmitter

SOUTH-EAST Asia Command has opened what is perhaps the most powerful armed forces radio station in the world, 100,000 w, at Colombo, Ceylon. The station, known as Radio SEAC is intended to serve the British military, naval and air forces being maintained in South-East Asia to bring order back to the areas devastated by the Japanese. Transmitter operates on 15.12 mc in the 19 meter band and 6.075 mc in the 49 meter band. Same programs of entertainment and news are being beamed to southern India and Ceylon on a 7,500 w transmitter.

Fitzgerald to VA

LESLIE C. FITZGERALD, former director of WAKR Akron, has been named chief of the radio section, Public Relations Office, Branch 6, Veterans Admn. A veteran, Mr. Fitzgerald will cover Ohio, Michigan and Kentucky.

Mr. Timebuyer!

A telephone call will bring you 123 primary area counties with 1,747,955 radio homes.

Dial your nearest Blair office for the complete story of WWVA's personalized broadcast service to 123 primary area (1,747,955 radio homes) and 140 good secondary area (1,381,977 radio homes) counties in the famous Ohio, Pennsylvania and West Virginia Steel and Coal Belt of the Nation! We merely mention 249 fringe area counties in passing. They represent a bonus worth thinking about.

For the record, an Eastern agency recently wrote:

"... Sorry WWVA doesn't reach every city. You have done a wonderful job and our client is more than pleased with results."

——ASK A JOHN BLAIR MAN——

BASIC A-B-C NETWORK

ONE OF THE WORLD'S BETTER RADIO STATIONS

WWVA

50,000 WATTS

WHEELING, WEST VA.

HONOLULU STATION IS ASSIGNED KPOA

CALL letters KPOA have been selected for the new 5,000 w 630 kc station in Honolulu, for which CP was granted last month by the FCC, according to Henry C. Putnam, station manager. Construction will start in the near future, according to Mr. Putnam, with the station slated to take the air in late July.

The call letters signify Pacific Ocean Area, term used by Army and Navy. Mr. Putnam recently retired as a major, having been public relations officer in charge of radio for the Middle Pacific area. KPOA is owned by Island Broadcasting Co. Mr. Putnam is a partner, along with Elroy McCaw, Northwest broadcaster, and John D. Keating, West Coast representative.

Video Is Seen as Agent Of Democracy by Royal

TELEVISION may well become the "greatest single democratizing agent since the invention of printing," John F. Royal, NBC vice president in charge of television, May 2 told a meeting of the National Assn. of Manufacturers in Philadelphia.

"Because television will enable many people to observe the same event at the same time, television will build a consciousness of equality and a community of interest," said Mr. Royal. He also described the current issue of color television versus black-and-white as a "red-herring subject." He characterized as "absurd" statements by color video proponents that the public would wait "indefinitely" for color.

Guest on KSO

WHEN Ed Linehan, program director of KSO Des Moines, decided that his educational program, *Careers in the Making*, should discuss radio, he remembered the authoritative background of his friendly rival at KRNT Des Moines, Chuck Miller. Invitation was extended and Chuck dropped his duties for Cowles long enough to answer questions from school children about work in radio, via KSO.

ABC, cooperating with United Jewish Appeal, on May 16, 10:30-11 p.m. presents "The Star Spangled Way," featuring Jack Benny, Eddie Cantor, Ginger Rogers, Paul Muni, Tallulah Bankhead, Charles Boyer and others.

Federal Licensed For CBS Patents

Color Television Equipment Manufacture Planned

FEDERAL Telecommunications Labs., subsidiary of International Telephone and Telegraph Corp., has been licensed to manufacture television transmission equipment based on the CBS ultra-high freguency color inventions. Announcement of the patent licensing agreement with the network was made last week by H. H. Buttner, president of FTL.

Federal designed, manufactured and installed the present ultra-high frequency video transmitter, including the antenna and HF lines, currently being used by CBS. The patent agreement, covering a five-year period with option of extension, enlarges FTL's television activities looking toward complete unit production and service in this field.

Royalty Arrangement

Patent royalty arrangement calls for payment of 1% to CBS by Federal on such studio equipment as color cameras and film scanners, combination cameras and scanners for color and black and white, and all associated apparatus and circuits for picking up an image in color, transmitting it into video signals for delivery to the transmitter and visually monitoring such signals during transmission. Federal's agreement also includes right to make separate parts for repair and replacement of used equipment.

According to FTL, its new broad band transmitter sets a new standard for "fine screen" reception and embodies the characteristic of being able to combine visual and sound transmission on the same carrier frequency. It is further stated by Federal that the greater clarity of the television image and resulting "fine screen" reception is made possible by transmission on a broad band of frequencies, a technique which required the creation of special vacuum tubes.

FTL is second licensee under CBS patents and its contract parallels that signed by the network with Westinghouse two months ago.

GE Portables

GENERAL ELECTRIC Co. May 2 demonstrated its new self-charging portable radio to the press in New York. Set is powered by a two-volt leak proof storage battery which operates 20 hours on a single charge. Of die-cast aluminum construction, receiver is 14 by 10 by 5½ inches, weighs 19¼ pounds, retails for $86.60. An all-wave model, weighing 20 pounds, retails for $118.50. Distributors now have samples; deliveries to dealers will start in June for the standard band set, July for the all-wave set. Orders for more than 150,000 have been received from dealers. Delivery of these will be completed by Dec. 1, GE hopes.

WORK CLOTHES make payrolls for the NASHVILLE area

Ten million dollars worth of work clothes are made here each year—and payrolls of this, and many other well-established industries, help make the Nashville area one of the nation's most stable markets . . . One million people with a spendable income of over 800 million dollars yearly are a rich market for your quality product . . . The primary area of WSIX effectively covers the Nashville market area with the top-rated programs of both American and Mutual networks . . . Cover this prosperous territory with a message broadcast economically over WSIX.

WSIX gives you all three:
MARKET, COVERAGE, ECONOMY

5,000 WATTS
980 K.C.

Represented Nationally by
THE KATZ AGENCY, INC.

AMERICAN • MUTUAL

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

Now 50,000 WATTS on 680 kc!

WHY A GOOD BUY . . .

Coverage - figure it for yourself: 50 KW day on 680 KC - more than 1/3 of Texas' area, more than 2 million population in primary!

Audience - a stronger, clearer signal for a loyal San Antonio audience - a new and exciting introduction to American programs for all South Texas.

Know how - an experienced organization with a pre-war attitude on dealer cooperation, point-of-purchase, newspaper and listener promotion.

IT'S EASY TO DO BUSINESS WITH KABC
IT'S EASY TO SELL MERCHANDISE WITH KABC

Kabc IN SAN ANTONIO

50,000 Watts, Day . . . . 10,000 Watts, Night

OUTLET OF AMERICAN BROADCASTING CO.

WEED & COMPANY, National Representatives

A radio station is known by the *Companies* it keeps

"...In the Public Interest..."

BOOK REVIEWS

on the New

WJJD

...and they're sponsored!

★ It *can* be done! Educational programs—even book reviews—can be so well put together, so well produced that they win the big audiences sponsors love and are willing to pay for. Case in point: the *New* WJJD's FLORENCE BOURKE ELLIS program. We'd like to nominate it here and now as the most unusual book review program in American radio. It's on the air fifteen minutes every day, five days every week. And it's sponsored! Golden Mix Flour has used the program ever since the first day it took to the air. The sponsor likes the program . . . and so does Chicago. You should see the mail it draws! No special offers—just the special interest thousands and thousands of Chicagoans take in Miss Ellis' highly literate literary remarks. A tribute to good sponsor's good program intelligently produced "in the public interest" over the *New* WJJD.

20,000 WATTS OF *Selling* POWER

THE NEW

WJJD

1160 ON YOUR DIAL

CHICAGO

A *Marshall Field* STATION REPRESENTED NATIONALLY BY LEWIS H. AVERY, INC.

UN's Vast Telecommunication Center To Enforce Peace, Cohen Tells Institute

THE UNITED NATIONS ORGANIZATION, wherever its permanent site may be established, will have a vast Telecommunications Center for enforcing the cause of peace.

This was revealed by Benjamin Cohen, Assistant Secretary-General of the UNO in charge of information, at a news conference during the Sixteenth Institute for Education by Radio in Columbus last week.

Mr. Cohen, in outlining the now-tentative plans for the Center, said that a major purpose would be to transmit proceedings of the various UNO councils to nations over the world. He pointed out, as an example, that recent proceedings at Hunter College were transmitted to England over BBC facilities, copied and multigraphed in Great Britain and distributed to interested government agencies.

The UNO charter, he emphasizes, requires member nations to surrender to UNO full governmental facilities for use of the parent organization in event of an emergency threatening the peace. This being true, Mr. Cohen observed, "we encounter a difficult situation." He said that most of the member stations had Government-operated broadcasting facilities, but that such was not true in the USA. "There may be times," he illustrated, "when we will want to talk directly to the people of a given nation, advising the people against anti-pacific activity of their Governments. We can do this only by radio, for radio will cross borders where other media can be halted."

All-Reaching Medium

Mr. Cohen indicated that the only way around this dilemma was establishment of facilities, whatever form they might take, which could reach all of the people in all of the nations.

Upon questioning, he said he was thinking of "both medium and longwave facilities."

He said that no study had been made yet as to whether FM, AM or a combination of the two would be employed. "It is a very expensive project," he noted, "and we cannot hope to get it underway immediately. But we are going to call in technicians to advise with us on the problem. We hope to have an interim arrangement in effect within three or four months." He did not define the nature of this interim arrangement.

He revealed that shortwave facilities, now held in surplus by the United States Government, had been offered to UNO but that these were not considered adequate.

Mr. Cohen emphasized that (1) such facilities held by the UNO would not compete in a news sense, or otherwise, with commercial operations in the USA and (2) that the latter could do much, through use of UNO material, to help the cause of the international peace organization.

"I would like to hear suggestions from American broadcasters pointing up solutions to our problem," he said. "Of course we intend no intrusion of the freedom enjoyed in all democratic nations, for it is for the perpetuation of those freedoms that we exist." He said representatives of radio management in America would be called together soon to consult with him. He said also that NBC was inviting representative news officials from all nations to attend a seminar on pertinent coverage problems two days before the next Security Council meeting.

Asked why the Social and Economic Council of UNO was studying with avidity the issues of freedom of press and not examining problems related to freedom of radio, he said the press study should more properly be called "an information study"—for it "includes all media of expression."

AFRS REMINDER
Wheatley is Speaker At Radio Dinner

RADIO WAS REMINDED of its responsibilities to its "absentee audience"—the overseas veterans—by Maj. Parker Wheatley, chief, radio programs section of the I&E Division of the War Dept., one of the speakers at the annual dinner of the 16th Institute for Education by Radio in Columbus, Ohio, May 5.

Referring to the 4th anniversary of the Armed Forces Radio Service, May 29, Maj. Wheatley said AFRS would be continued but that greater support by local and network radio operations must be given if it is to do an adequate job of helping maintain military morale.

Maj. Wheatley said representative samples of enlisted men made in Europe revealed 21% wanted to listen to discussion programs and 70% of the men who heard them were "fairly interested" in hearing more.

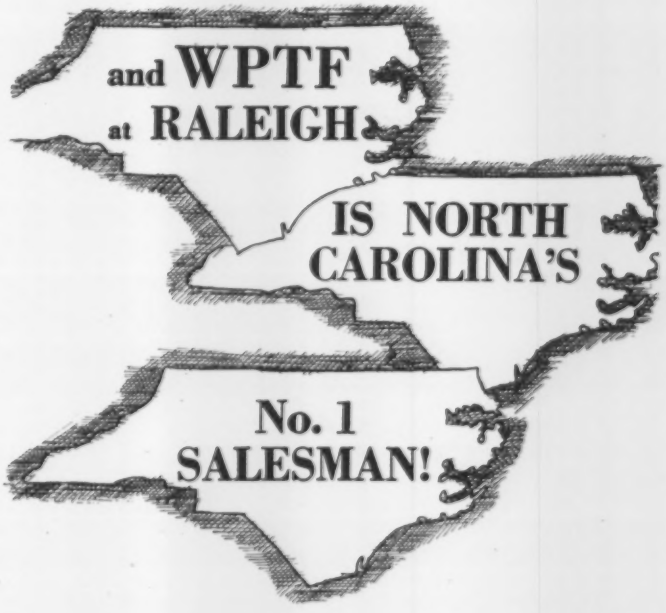
The AFRS officer said the needs for continued radio service overseas call for more and more transcribed programs and scripts.

"We ought to hear from local stations and educational stations much more than we have," he said in calling on the industry to share with AFRS in the task of entertaining and educating the army of occupation in both theaters.

Henry Root

HENRY ROOT, 78, for 15 years a member of the sales staff of KYA San Francisco, died in that city April 29. He was a veteran of the Spanish-American War. Burial was in Golden Gate National Cemetery.

Is North Carolina merely an agricultural state? Well, in 1942, salaries and wages totalled nearly 430 million dollars —a lead of more than 92 millions over the next-ranking Southern state and nearly double the average for all nine other Southern states. (Department of Commerce statistics.)



With 50,000 Watts, at 680 k.c.—and NBC—Station WPTF at Raleigh is by long odds the No. 1 radio salesman in North Carolina. Let us send you the complete facts and availabilities. Or just call Free & Peters!

50,000 WATTS — NBC
RALEIGH, N. C.

Free & Peters, Inc., National Representatives

Durr

(*Continued from page 22*)

ing a qualitative judgment. Such qualitative judgment, he insisted, would compel control by a Federal agency over a medium of public expression.

Mr. Durr countered that he was in disagreement with his opponent on the quantitative-qualitative issue. He said that the Commission was attempting to establish areas of programming in which public interest would be better served; that the areas were generally defined, not specifically. He did acknowledge that in certain cases, where there were competing applications, he as a Commissioner might be forced to consider qualitative matters in some programming areas.

Mr. Durr added: "I do not believe the mistakes of the Commission (in granting permits to licenses who later proved undeserving) should be visited permanently upon the public."

"The Commission," he observed, "is not attempting to say whether a program is good or bad."

Referring to President Truman's statement [BROADCASTING, July 9, 1945] that radio should be "as free as the press," Mr. Durr said: "I have only one criticism to make of that statement. I say that radio should be freer than the press."

He then undertook to delineate his case that newspapers were not free. He cited the postal regulations defining the type of matter admissible to second class privileges, stating that these regulations in effect represented Government regulation of newspapers.

'Esquire' Parallel

He was answered on this issue by Mr. Kaye when the latter cited the recent *Esquire* case before the Supreme Court. The Postmaster General, in that instance, had attempted to bar from second class privileges *Esquire* magazine because of its content. In what Mr. Kaye described as a "ringing opinion" by Justice Douglas, the Court held that this was interference on the part of the Postmaster General in freedom of the press.

Mr. Durr, in agreement with Mr. Kaye, said this was true and it was at this point that he suggested a test of radio's case against the Blue Book.

Mr. Kaye, in closing rebuttal, posed three more questions to the Commissioner:

(1) If there was no scarcity factor in radio, would you consider these regulations necessary?

(2) Do you know any way the matter can be taken to court without jeopardizing the licensee's economic security?

(3) Should such regulations apply to movies?

To the first question, Mr. Durr responded that he could see no practical possibility of a situation where there was no scarcity of frequencies. In an earlier debate, Mr. Kaye had put this same question to Charles Siepmann, co-author of the Blue Book and author of *Radio's Second Chance* [BROADCASTING, March 11]. Mr. Siepmann had answered that he did see the necessity for regulation even under the ideal situation of absence of scarcity.

Claim No Danger

Mr. Durr dismissed the third question by stating that he had nothing to do with the motion picture industry. He saw no jeopardy in a test case for a licensee whose station was well operated.

Each of the debaters opened with a 15-minute summary of his position. This was followed by five minute rebuttals. Discussion from the floor was heard afterward with most of the questions and statements expressed by individuals sympathetic to the FCC stand. Mr. Durr also was asked whether the provisions of the Blue Book had the force of regulation. He said that they did not have in a specific sense; but that they became part of the codification of procedure employed by the Commission in discharging its duty. Such precedent, in most cases, had such force, he said.

Raffle

WINNERS of the Kenyon & Eckhardt "Mystery Man" promotion contest in behalf of Wesson Oil & Snowdrift Sales Co. *Try 'n Find Me* series on ABC—KGO San Francisco, WRNL Richmond, Va., and WBML Macon, Ga.—are trying to find to whom the Benrus watch prizes should be given. So many persons at each outlet had a part in the promotion that each has decided to raffle off the watch it received.

PUBLIC SERVICE

Novik Holds Phone While Mother Hears Son

MORRIS NOVIK, public relations counselor and former WNYC New York manager, became the antenna for a public service sustaining program during the Ohio Institute for Education by Radio in Columbus May 5.

At the Institute's annual dinner in the Deshler-Wallick Hotel on Sunday night, the famous Columbus Boychoir appeared. As the youngsters raised their voices in song, Mr. Novik—making a long distance call from a booth in the adjacent lobby—attempted to return to the banquet hall. But he was stopped by the voice of the Columbus long distance operator who said: "Mr. Novik, my boy is in that choir, won't you keep the line open so I can hear him sing?"

Mr. Novik, whose enthusiasms for public service sustainers is well known, stood there patiently throughout the program holding the cradle telephone aloft.

Twenty years of dependable, down-to-earth service to farm and small town listeners in Kansas and nearby states has built a whale of a faithful, quick-responding audience for WIBW.

Now, the sons and daughters of these big-buying families are also relying on WIBW for sound guidance with their many farm group activities and individual projects.

This second generation audience is just one part of our complete, long range plan to assure advertisers a **continuation** of the successful results that advertisers have learned they may **expect** from WIBW.

WIBW IN TOPEKA "The Voice of Kansas"
COLUMBIA'S OUTLET FOR KANSAS
BEN LUDY General Manager
WIBW, Topeka KCKN, Kansas City
REPRESENTED BY CAPPER PUBLICATIONS INC
NEW YORK CHICAGO, KANSAS CITY, SAN FRANCISCO

YOU MAY BE ABLE TO "BIKE" AT 76 MILES AN HOUR*—

BUT—YOU CAN'T PROPEL YOURSELF INTO WESTERN MICHIGAN FASTER THAN WITH WKZO-WJEF!

WKZO-WJEF whee!s you into *all* of Western Michigan—and it's the only two-station combination that does! WJEF has Grand Rapids' best channe!—WKZO has Kalamazoo's . . . *both* CBS . . . both doing an outstanding local job as well!

Speaking of local jobs—in just a litt!e more than one year of operation, WJEF has been "taken up", with a bang, by its neighbors in Grand Rapids; has been cooperating with almost every top-flight local service organization, for example, and is now carrying over 50 local service categories. . . . After all, WJEF's thundering 25 millivolts, over the entire city, is *bound* to be heard!

As for WKZO—you know the story, and that it's the best story in greater Western Michigan. How about looking up our attractive combination rates . . . and letting your own good judgment be your guide?

** Motor-paced record set by L. Vanderstuyft, Paris, 1928: 76 miles, 503 yards!*

WKZO
FIRST IN KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS)

WJEF
FIRST IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY

LEWIS H. AVERY, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

NOW! FM

WTMJ—The Milwaukee Journal Station, Milwaukee, Wis., ordered this new Federal 8 Square-Loop Antenna with a 540 foot self-supporting tower, for immediate delivery.

PARTIAL TECHNICAL DATA

- Engineered for FM broadcast stations operating on an 88 to 108 mc. carrier.
- Loops are approximately 4½ feet square.
- Coaxially-fed loops concentrate radiated power in every direction of the *horizontal* plane.
- 8 loops are spaced 9 feet 3 inches apart on square supporting tower.
- Lattice-type steel supporting tower is two-feet square, and 74 feet high. It mounts a standard aviation safety beacon on top.
- Pyramidal, bridge-construction steel base optional to height desired.
- Designed to handle 10KW, 20KW and 50KW transmitters with effective radiated power outputs of 90KW, 180KW and 450KW respectively.

Federal

Export Distributor:
International Standard Electric Corporation

ANTENNA WITH NOMINAL POWER GAIN OF 9!

FEDERAL's 8 SQUARE-LOOP ANTENNA PROVIDES 90KW EFFECTIVE POWER OUTPUT WITH A 10KW TRANSMITTER... 180KW WITH A 20KW TRANSMITTER...450KW WITH A 50KW TRANSMITTER!

HERE IS STILL ANOTHER EXAMPLE of Federal's leadership in the entire field of FM... an 8-loop antenna with the highest power gain ever available in the FM broadcast service.

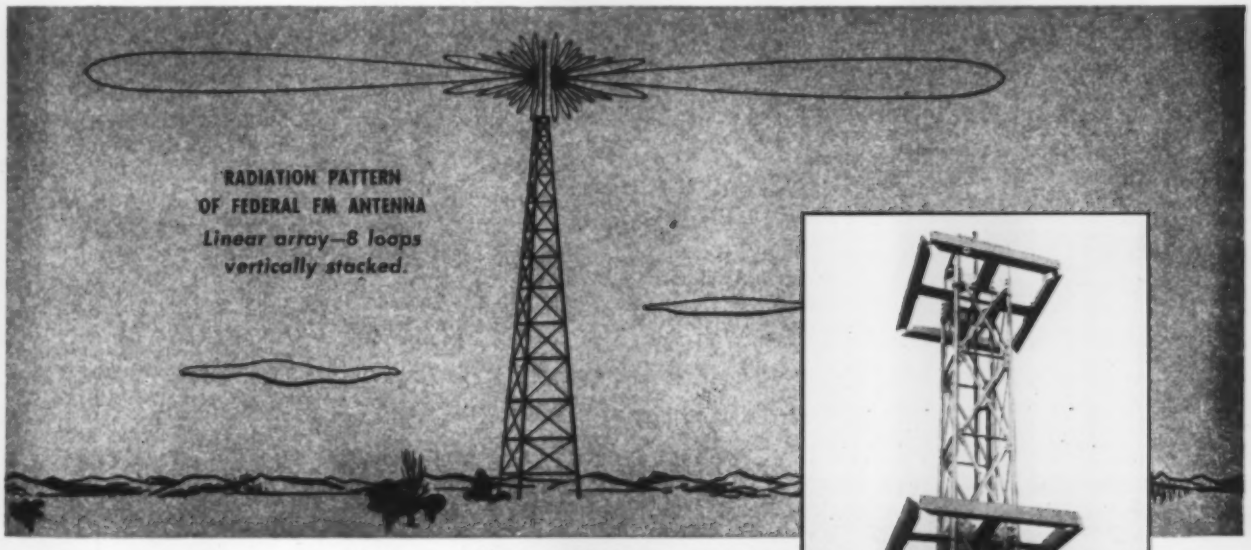
It radiates horizontally polarized waves so highly directive that very little energy is lost to useless ground or sky wave. Thus, with a power gain of 9, you can now get an effective power output of *90KW with a 10KW transmitter; 180KW with a 20KW transmitter and 450KW with a 50KW transmitter!* This not only means a great saving on the cost of original equipment, but important economies of operation as well.

Be prepared for future FCC action increasing the effective radiated power!

One antenna is built for use over the entire FM range... 88 to 108 megacycles. Only one predetermined stub adjustment per loop changes it for any frequency in this band. Also, antenna array may be fed in two sections with separate coaxial lines to allow for emergency auxiliary operation.

Structurally, the tower is designed not to disturb the circular pattern of the antenna's radiation... is supported on a rugged, pyramidal base. The entire unit withstands high wind velocities and heavy icing loads.

Coming at a time when the FCC has given the green light to FM station construction, this remarkable new antenna is another contribution to the advancement of FM transmission... part of the "completely packaged service" which Federal now makes available. A Federal engineer will be glad to give you full details.



Shown at right is a square loop antenna in operation at the Federal laboratories. Design is similar to the 8 square-loop antenna.

Telephone and Radio Corporation

AN IT&T ASSOCIATE

FEDERAL TELEPHONE & RADIO FTR

Newark 1, New Jersey

Population Reached Principal Factor in Broadcast Earnings

ALL other things being equal, the population reached by a station is the principal factor with respect to its time sales and broadcast income.

This conclusion was indicated in a study of 763 fulltime stations which was presented last week at the clear channel hearings before the FCC. Based on examination of confidential records of the Commission, the study was made for the Clear Channel Broadcasting Service by an independent accounting firm with the understanding that no competitive information would be disclosed. Data were based on 1944 reports.

One of the chief purposes of the study was to determine the principal factors contributing to the financial welfare of a station, and, particularly, whether power is the chief factor. The study concentrated on population, network affiliation, and, in a general way, frequency as well as power.

Analysis of the study indicated, John H. Teeter, head of the accounting firm of the same name, told the Commission, that "regional stations are not affected by the operation of a 50 kw station in the same community since regionals located in the same district with a 50 kw station show approximately the same net time sales, total broadcast revenues, and total broadcast income (before federal taxes) as do those in comparable districts with a 50 kw station.

"The only exception is in the largest comparable population grouping, 500,000 to 1,000,000, where the regionals located in the same district as a 50 kw station have very substantially larger income than do those in districts without a 50 kw station."

Decrease in Time Sales

Mr. Teeter found a steady decrease in time sales and income of stations as population decreases, a trend generally evident in all classes of stations down to the lowest population brackets, where some levelling off occurs. There was one interesting exception to the trend, he showed, involving a regional station in a community of less than 10,000 which had time sales of $558,200 and net income of $206,490, ranking ahead of one I-A station in time sales and ahead of two I-A stations in net income. In this instance, he noted, population of the community is not a fair measure of population in the station's area of good service.

Breakdown

Comparing 50 kw clear stations with other classes, Mr. Teeter found a total of 63 stations, including 34 regionals, which exceed the lowest I-A station in net time sales and 137 stations, including 94 regionals, which exceed the lowest I-A in broadcast income before federal taxes.

A breakdown of this comparison showed:

Class of Station	Number of stations with net time sales greater than the lowest 50-kw Class IA clear channel station	Number of stations with broadcast income (before Federal taxes) greater than the lowest class IA station
IB (50 kw)	20	21
II (50 kw)	2	3
IB (full time but less than 50 kw)	2	4
II (full time but less than 50 kw)	5	10
Regional (full time, 500 w—5 kw)	34	94
Local (full time, 250 w)	0	5
TOTAL	63	137
Total stations with less than 50 kw power	41	113

Further analysis showed one regional station having higher net time sales in 1944 than 13 Class I-A stations, two higher than 11 I-A stations, six higher than seven I-A's, seven higher than four I-A's, and 34 higher than one I-A. One regional station had higher broadcast income than 16 I-A's and 94 were higher than one I-A.

Distribution of 137 stations which exceed the lowest I-A stations in broadcast income showed population and network affiliations as important factors. Mr. Teeter offered as evidence the following distribution:

SIZE OF CITY (POPULATION)	I-B	II	Regional	Local
2,000,000 and above	6	3	11	--
1,000,000 to 2,000,000	2	2	10	--
500,000 to 1,000,000	5	1	18	1
250,000 to 500,000	4	3	31	3
100,000 to 250,000	8	3	18	1
50,000 to 100,000	--	1	6	--
NETWORK AFFILIATION	**I-B**	**II**	**Regional**	**Local**
NBC or CBS	18	8	60	--
ABC or MBS	5	4	31	4
Independent	2	1	3	1

Inclusion of communities under 50,000 would have added at least one additional regional station to the list, Mr. Teeter testified.

ATTENDING NAB 5th District meetings at Pensacola, Fla. were: (front row, l to r) Fred Borton, WQAM Miami, 5th District director; Charles Smithgall, WAGA Atlanta, president of Georgia Assn. of Broadcasters; Ed Batchelder, Assn. of National Advertisers. Back row (l to r) Henry Johnston, WSGN Birmingham, president of Alabama Assn. of Broadcasters; Jack Rathbun, WCOA Pensacola station manager; Justin Miller, NAB president; Hugh Feltis, BMB president; Jim LeGate, WIOD Miami, president of Florida Assn. of Broadcasters.

U. S. RECEIVES LIST OF NARBA CHANGES

CANADA and the Dominican Republic have notified the U. S. under the North American Regional Broadcasting Agreement of proposed new stations, changes in call letters, and some power increases. Canada gave the following changes in notifications:

630 kc—CKRC Winnipeg, Man., III-A, 5 kw, DA-N; 900 kc—CKBI Prince Albert, Sask., 5 kw, DA; 930 kc—CFBC St. John, N. B., III-A, 5 kw, DA; 960 kc—CHNS, Halifax, N. S., III-A, increase from 1 kw to 5 kw, DA-N; 990 kc—CKVL Verdun, Que., assignment of call letters; 1240 kc—CJNB North Battleford, Sask., IV, 100 w; CJAV Port Alberni, B. C., change call letters from CKPA; 1340 kc—CHWK Chaliwack, B. C., IV, increase from 100 w to 250 w; 1450 kc—CFAB Windsor, N. S., IV, increase from 100 w to 250 w; CFJM Brockville, Ont., change call letters from CFBR; 1470 kc—CFBC St. John, N. B., shifted to 930 kc.

Dominican Republic, 1170 kc—HIST Ciudad Trujillo, I-B, 10 kw, to commence operation in July.

Celanese Suspends

CELANESE CORP. OF AMERICA is suspending CBS Wednesday evening *Great Moments of Music*, following June 26 broadcast for indefinite period. Company plans to "resume broadcasting to promote its products when conditions warrant." Series starring Songstress Jean Tennyson, wife of Camille Dreyfus, company president, was once subject of stockholders suit charging waste of company's funds. Agency is Young & Rubicam, New York.

Replacement Set

SUMMER replacement for *Kate Smith Sings*, Fri. 8:30-8:55 p.m. on CBS, sponsored by General Foods (Postum), New York, will be the *Aldrich Family* effective July 26. Agency is Foote, Cone & Belding, New York.

Hearing Slated May 16 On KGKO-WBAP-WFAA

ORAL ARGUMENT on the KGKO-WBAP-WFAA Fort Worth-Dallas duopoly proceedings will be held May 16, the FCC has announced. The Commission last November issued a proposed decision calling for separation of KGKO Fort Worth from WBAP Fort Worth, which is owned by Carter Publications Inc., and WFAA Dallas, owned by A. H. Belo Corp.

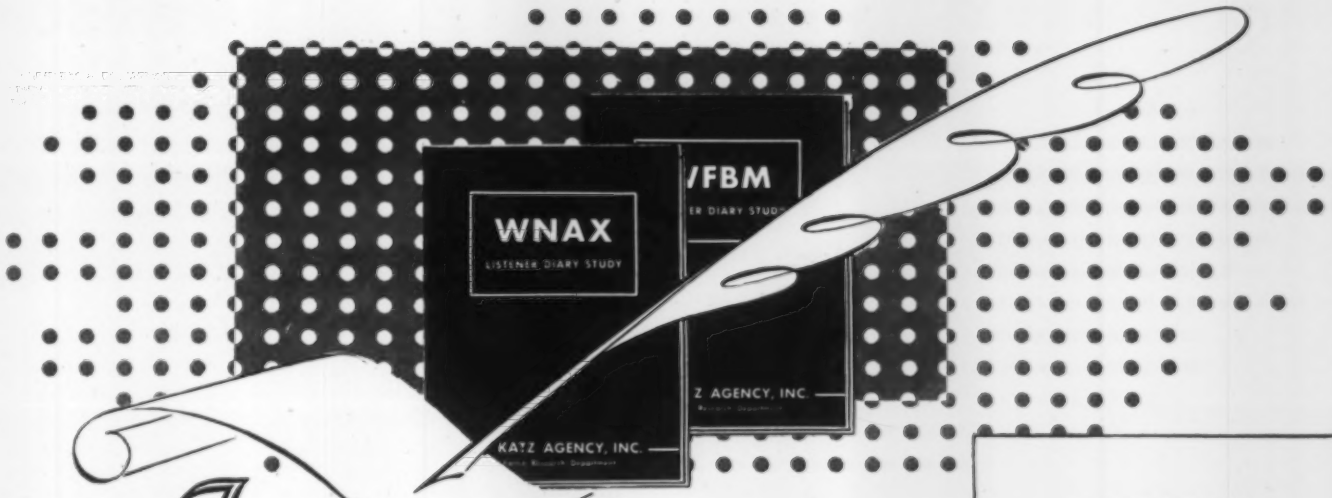
Oral argument originally was postponed to permit submission of an application designed to comply with the FCC's intent. The application, expected to be given attention at the May 16 hearing, proposes that WBAP and WFAA, which share time on 820 kc, also share time competitively on KGKO's 570 kc frequency, with the KGKO license transferred outright to Carter and Belo. Present licensee, KGKO Broadcasting Co., which FCC claims is controlled through interlocking directorates of Carter and Belo, would then be liquidated.

WOR to Name Berle

MILTON BERLE, radio and stage comedian, is expected to become director of comedy programs at WOR New York. Negotiations have been in progress for the past week. Appointment is in keeping with the station's new policy of hiring specialists to head different phases of programming, which started with appointment of Tommy Dorsey as director of popular music for WOR.

Zacharias Honored

CAPT. ELLIS M. ZACHARIAS, USN, has been awarded Legion of Merit and Gold Star in lieu of second Legion of Merit for OSS activity in 1943 and psychological broadcasts in 1945 that speeded Japanese surrender.



Sonnet to a survey

People, as a rule, don't write sonnets on the subject of audience research, but some of the letters we received about the Listener Diary Survey are so lyrical they read like pure poetry.

One station manager writes:

"I believe this Study will be invaluable to us in our program planning and in the sale of commercial time. Especially interesting was the 'ebb and flow of audience' and quite enlightening were the comparative station ratings for time prior to 8 A.M. and after 10 P.M."

Another station manager says:

"I agree with others in that it is the finest job of program analysis I have ever seen."

An advertising agency writes:

"Splendid! A distinct contribution to management, advertiser and agency! Would have been very disappointed to have missed it!... This is by far the best presentation on listener data that an individual station has made... We have been waiting for years for just such information."

To station managers the Listener Diary provides a valuable management tool — to time buyers it provides facts hitherto unavailable about listening audiences. Station managers who want to know more about the Diary can simply call or write the Audience Research Department, The Katz Agency, Inc., 500 Fifth Avenue, New York 18.

MORE FACTS MAKE MORE SALES

But sales *data* are no substitute for sales*men* at The Katz Agency.

By supplying more facts, The Katz Agency Data Service steps up the selling power of 25 salesmen operating out of eight strategically located offices.

STATIONS SERVED BY

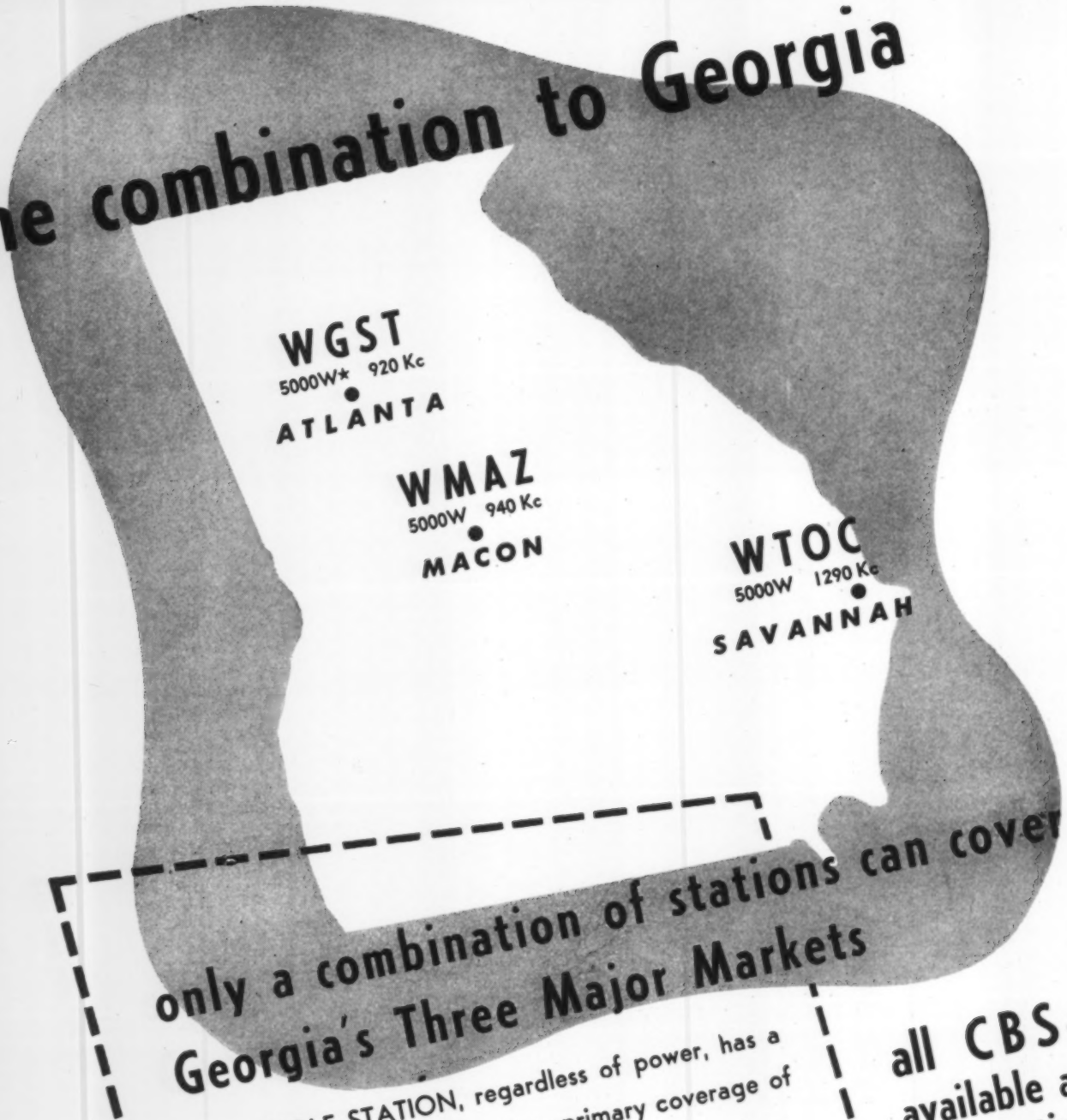
The KATZ AGENCY, INC.

North and Midwest		
WCOP	ABC	BOSTON
WCFL	ABC	CHICAGO
WKRC	CBS	CINCINNATI
KRNT	ABC	DES MOINES
WFBM	CBS	INDIANAPOLIS
WFEA	CBS	MANCHESTER
WISN	CBS	MILWAUKEE
WHOM		NEW YORK
WFIL	ABC	PHILADELPHIA
WCAE	ABC	PITTSBURGH
WFCI	ABC	PROVIDENCE-PAWTUCKET
WTAD	CBS	QUINCY, ILL.
WSPD	NBC	TOLEDO
WOL	MBS	WASHINGTON, D. C.
WMT	CBS	WATERLOO-CEDAR RAPIDS
WNAX	ABC	YANKTON-SIOUX CITY
South		
WGST	CBS	ATLANTA
WWNC	CBS	ASHEVILLE
KLRA	CBS	LITTLE ROCK
WMAZ	CBS	MACON
WREC	CBS	MEMPHIS
WSIX	ABC	NASHVILLE
WWL	CBS	NEW ORLEANS
WKY	NBC	OKLAHOMA CITY
WDAE	CBS	TAMPA
WTOC	CBS	SAVANNAH
West		
KLZ	CBS	DENVER
KUTA	ABC	SALT LAKE CITY
KHQ	NBC	SPOKANE
KGHL	NBC	BILLINGS, MONT.
KVOR	CBS	COLORADO SPRINGS
KGU	NBC	HONOLULU, T. H.

The KATZ AGENCY, INC. *STATION REPRESENTATIVES*

New York • Chicago • Detroit • Kansas City • Atlanta • San Francisco • Los Angeles • Dallas

the combination to Georgia



only a combination of stations can cover Georgia's Three Major Markets

NO SINGLE STATION, regardless of power, has a strong enough signal to deliver primary coverage of Georgia's three major radio markets.

But the GEORGIA MAJOR MARKET TRIO, consisting of the three C B S stations in these three markets does the job

—at one low cost

all CBS—available at combination rates

the GEORGIA MAJOR MARKET TRIO

Represented by THE KATZ AGENCY, Inc.

★ 1000W AT NIGHT

Free Radio

(*Continued from page 22*)

to use, radio communication facilities" or has been "discriminated against" in violation of the bill, authority to "bring an action against the radio station concerned" in Federal district court for injunction to compel compliance with the amended Act. These restrictions are placed on the FCC:

"The Commission shall not have the power to deny, to fail to renew, to modify, or to revoke a license under this Act in the case of any applicant or licensee, or otherwise to discriminate against any applicant or licensee, by reason of any action of the applicant or licensee which constituted compliance with the provisions of subsection (b), or by reason of any opinion, conclusion, statement, or comment expressed or made by such applicant or licensee, or by any officer or employe of such applicant or licensee, in respect of any matter or thing pertaining to or affecting the policies or interests of the Government of the United States, or the policies or interests of any agency or instrumentality thereof."

Rep. Wigglesworth introduced his bill after friends of Upton Close charged that he was taken off NBC because of his anti-Communistic views. Mr. Wigglesworth said his bill was not intended to "open the door" to all but to prevent "discrimination against anyone who expresses his views because he expressed them."

Pending also is a bill introduced last November by Rep. John S. Wood (D-Ga.), chairman of the House Committee on Un-American Activities to require registration of commentators and the appointment by stations of fiscal agents in each state where a station is heard [BROADCASTING, Dec. 3].

'No Recourse' Claimed

Members of both the Senate and House charge that certain commentators have broadcast "untruths" and assailed certain Congressmen because they failed to "go along with the New Deal." Under present laws, they said, offended persons have no recourse.

Rep. Clare E. Hoffman (R.-Mich.) said he would have filed long ago against one commentator, "but I couldn't get service on him except in New York, yet his broadcasts were carried in my own district."

Should legislation be written in the near future it likely would embrace long-term licenses, restrictions on the FCC's program controls, requirement that stations name fiscal agents in each state in which they are heard, and possibly an "equal-time" clause in cases where commentators or other speakers presented only one side of a controversial matter or a restriction on commentaries labeled as "news," according to leaders of the Congressional uprising.

NBC Video Tower Building Described

Empire State Bldg. Antenna Described by Hanson

CONSTRUCTION details of the new antenna erected atop New York's Empire State Bldg., nearly a quarter-mile high, for NBC's television station, WNBT, which resumed broadcasting last week, were released by O. B. Hanson, NBC vice president and chief engineer.

The new antenna system was described by Mr. Hanson as "the most advanced development ever used for television anywhere in the world."

The antenna mast towers 61 feet above the pinnacle of the world's tallest building. Its construction was a ticklish job for NBC engineers who teetered on the building's crest, which is only nine feet in diameter, 1,250 feet above the sidewalks, while assembling the system.

On a single supporting mast, there are three antennas radiating waves of four different frequencies, said Mr. Hanson. The television portion is an array of 16 elements, concentrating toward the horizon the waves of picture and sound.

Used For FM

Another antenna radiates the FM waves of NBC's WEAF-FM New York, which has been using a temporary antenna since last January. At the pinnacle of the mast is a 288-mc television test antenna which will be used for research in the higher frequencies.

The television antenna delivers high gain and permits broadbanding which, according to Mr. Hanson, is essential for picture fidelity in the frequencies between 66 and 72 mc.

NBC has also installed a new picture transmitter, RCA's T-1 type, and alongside it an RCA model FM-3A sound transmitter. Both transmitters are situated on the 85th floor of the Empire State Bldg. The system will operate on 67.25 mc for the picture and 71.75 for sound, with WNBT operating on channel 4.

Prophetic Words

WHEN KABC San Antonio began its first transmission with 50,000 w last Tuesday ABC's *Breakfast Club* had arranged to salute the occasion. The *Breakfast Club* master of ceremonies, Don McNeil said, "We'll have to speak softly, or we'll knock KABC off the air. It's got all that new power." Mr. McNeil's joshing words were hardly out of his mouth when a bolt of lightning hit the KABC tower, knocking the station off the air for three minutes.

Billboard's

"Audience-Delivering Stations"

Shows WTAG A National Leader

WTAG is first or second on six of the nation's first fifteen daily top shows according to "Audience-Delivering Stations", the leading article in April 20 Billboard. Furthermore, WTAG drew a handsome evening Hooper of 35.0 among the first fifteen evening shows. Billboard further substantiated this leadership in bonus audiences among all U. S. stations by saying: "WTAG's United Nations promotion . . . has given the station an enviable position in the public service field. On many CBS programs it tops the national field."

Worcester alone has a population of 200,000, with well over half a million in the immediate trading area. In this major and highly prosperous Central New England Market, WTAG is definitely a PLUS station with an audience morning, afternoon and evening greater than that of all other stations heard in the area combined.

PAUL H. RAYMER CO. *National Sales Representatives*

WTAG WTAG-FM WORCESTER

AFFILIATED WITH THE WORCESTER TELEGRAM-GAZETTE

BASIC CBS

580 KC 5000 Watts

N. Y. Radio Aid Sought In United Jewish Drive

COOPERATION of New York radio executives in the fund-raising drive of the United Jewish Appeal was enlisted at a luncheon held last Tuesday at the Hotel Biltmore in New York by Nelson Rockefeller, chairman of the Community Committee of New York.

The campaign will include transcriptions and live broadcasts of community leaders in all fields.

Radio representatives attending the luncheon were: Arthur Hull Hayes, WABC; John Hade, WJZ; Edythe Meserande, WOR; Leon Goldstein, WMCA; Mrs. Eleanor Sanger, WQXR; Bill Berns, WNEW; Arnold Hartley, WOV; Clifford Evans, WLIB; William I. Moore, WBNX; Jo Ranson and Lou Corrino, WHN; Charles Baltin, WHOM; Willard Shroeder and George Carlesco, WINS; Otis P. Williams and Lou Cole, WWRL.

Hearst Paper Demanding Constitutional Amendment to Guarantee Free Radio

DEMAND for a Constitutional amendment to include radio in the Bill of Rights has been made by the Hearst-owned New York *Journal American*, which is featuring a series of page 1 stories on the FCC's program controls by David Sentner, Washington bureau correspondent.

Starting on May 5 with a Sentner article captioned "Radio Controls Seen as Political Weapon," the *Journal American*, in a page 1 editorial, declared "the American people do not have a free radio today because it is Federally controlled and ruled in its every move and policy."

Neither the Federal Government nor radio itself has adhered to the "intent and purposes of the framers of the Constitution," said the editorial. The plight of broadcasters "is one of virtual helplessness under an iniquitous system of Federal licensing which largely deprives them of the right to function according to the standards of free enterprise," commented the *Journal American*.

The FCC has gone "far beyond" the original intent to provide for "orderly allotment of broadcasting wave lengths," said the publication. Licensing of radio "has become an arbitrary and arrogant instrument of Government bureaucracy, creating the absolute and sometimes capricious and malicious power by which the radio industries are not only allowed to do business but by which they can be put out of business," said the *Journal American*. "The Federal licensing power over radio has become the power of life and death."

Mr. Sentner wrote that the Commission is the "New Deal's number one totalitarian bureaucracy." He charged that radio is being used by the Administration to "funnel out to millions of listeners the leftist propaganda that the FCC has favored."

Alluding to the Commission's warning that stations must broadcast more "sustaining time," the Hearst reporter said: "The term 'more sustaining time' in FCC language means more time for bureaucrats to speak their piece on the air, more time for Communist-tinged programs supporting New Deal ideology and more time for pumping up public sentiment for the OPA and other Administration measures."

The Hearst organization owns WINS New York, the sale of which to Crosley Corp. the FCC proposes to deny [BROADCASTING, April 8]. Hearst also owns WBAL Baltimore, WISN Milwaukee and WCAE Pittsburgh.

Rep. Richard B. Wigglesworth (R-Mass.), long a foe of the FCC's licensing policies, placed the *Journal American* editorial in the *Congressional Record* last Tuesday. On the same day Rep. Fred L. Crawford (R-Mich.) inserted in the *Record* an article published by the Small Business Men's Assn., which charged that former FCC Chairman Paul A. Porter was transferred to OPA as administrator to direct the "propaganda" for continuance of OPA.

"The significance of this move, in terms of radio's influence in news reporting from Washington, was at once recognized by leaders in the House and Senate," said the Small Business Men's article. "The official before whom the manager of every radio station must appear periodically for renewal of his license, is now the leader of the propaganda campaign to renew OPA.

"With the prospect always in mind that Mr. Porter one day may return to his former position as chairman of the FCC, no radio manager in the United States will feel free to broadcast the reports and findings of those who believe OPA is prostrating the economic life of America." On the other hand, "every radio program director will feel instinctively that prudence demands, in his own broadcasts, the best possible face on the OPA record," said the article. "Radio is on the side of OPA."

Report Discussion

FCC report on public service responsibility of broadcasters will be discussed at an open meeting of the Radio Division of the Independent Citizen's Committee of the Arts, Sciences, and Professions by Clifford J. Durr, FCC member; A. D. (Jess) Willard, executive vice president of NAB; William Lewis, vice president of Kenyon & Eckhardt; and Dick Redmond, program director of WHP Harrisburg, tonight (May 13) at the Henry Hudson Hotel in New York.

THE FEUDIN'S ALL OVER!

IN EARLY days in Texas, a sheep and goat raiser had to be quick on the draw to keep from being run out of the country, but not any more! The Golden Fleece the Argonauts quested for in Ancient Greece pales beside the treasure that Texas' sheep and goat industry produces every year. Southwest Texas, one of the world's great wool and mohair centers, produces 86% of the nation's mohair and nearly 25% of its total wool production.

Approximately 25,000 Texas families are engaged in sheep and goat ranching, an additional 40,000 persons are employed in the industry, and it takes more than 100 cities, towns, and villages to do the warehousing and marketing. The Texas Sheep and Goat Raisers Association, probably the largest of its kind in the world, has a membership exceeding 10,000.

And this Golden Fleece is only one of the great natural resources with which Southwest Texas has built a great and rich empire . . . an empire that is still growing and expanding.

WOAI is the only 50,000 watt, clear channel station bringing news and entertainment to this area . . . news and entertainment that "talks the language" and thus gets the ear of Texans.

WOAI San Antonio

REPRESENTED NATIONALLY BY EDWARD PETRY & CO

The Powerful Advertising Influence of the Southwest

50,000 WATTS Clear CHANNEL

"Miss" KGW

"OREGON'S THE IDEAL PLACE TO LIVE AND WORK. THE CLIMATE'S MILD, GIVING WORKERS A HIGH EFFICIENCY RATE. WE CAN GARDEN FROM MARCH TILL DECEMBER TOO!"

"OREGON'S A STOREHOUSE OF RAW MATERIALS --EVERYTHING FROM ALUMINA CLAY TO VEGETABLES! MANUFACTURERS WILL FIND WHAT THEY NEED RIGHT ON THEIR DOORSTEP!"

"GETTING GOODS TO CONSUMERS IS NO PROBLEM IN THE NORTHWEST. PORTLAND IS THE CENTER OF RAIL, HIGHWAY, WATER AND AIR TRANSPORTATION. ITS DEEP-WATER PORT IS ONE OF THE NATIONS BUSIEST."

"PLENTY OF FORWARD LOOKING BUSINESSMEN ARE INTERESTED IN WESTWARD EXPANSION -THEY KNOW THE ADVANTAGES OF SKILLED LABOR, READY MARKETS, PLENTIFUL POWER, AND RAW MATERIALS!"

"OREGON IS THE NATION'S 20TH LARGEST MARKET! DURING 1944 RETAIL, FOOD AND DRUG SALES IN KGW'S PRIMARY AREA TOTALED $1½ BILLION--- THAT'S BUYING POWER!"

ONE OF THE GREAT STATIONS OF THE NATION

KGW

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

"IT'S A WISE MOVE WHEN YOU SWITCH TO KGW. FOR LEADERSHIP IN PUBLIC SERVICE, LISTENER COVERAGE, AND SALES RESULTS, KGW IS THE NORTHWEST'S LEADING RADIO MEDIUM!"

ABC MAKES AWARDS TO U. S. COMPOSERS

PRIZES totaling $1,000 were awarded on May 8 and 9 during the First Congress of the Fellowship of American Composers in Detroit, by American Broadcasting Co. for new scores by American composers.

Ulysses Kay, New York, received $500 for his manuscript "New Horizons," an orchestral work; Francis J. Pyle, Des Moines, was presented with $250 for the best symphonic band work, "Of Valleys and Cragged Peaks"; and the top award of $250 in the choral work division went to John W. Work, Nashville, for "The Singers."

In addition to the awards presented by ABC, which were made by Dr. Roy Harris, president of the American Fellowship of Composers, Wayne U., which with ABC and the Detroit Symphony Orchestra sponsored the contest, presented Sam Rahling of New York and Harold Morris, New York, with prizes of $150 and $100, respectively, for the best solo compositions submitted.

Prize-winning works were presented on May 9 with the Detroit Symphony and Wayne U. choir collaborating.

COMEDIAN ROLE of Sidney N. Strotz when he appeared on *Maxwell House Time* earned congratulations for the NBC Western Division vice president. Gathered after the broadcast were (l to r): Ted Steele, who recently rejoined Benton & Bowles as Hollywood vice president after service in the AAF [BROADCASTING, April 22]; Al Kaye, program producer; Gracie Allen, program co-star; Mr. Strotz; Walter Craig, Benton & Bowles vice president in charge of radio; and George Burns, co-star.

Fibber, Hope, Lux Top CAB Ratings

Breneman Show Still Leading In Weekday Popularity

LEADING nighttime programs in the latest CAB survey released last week were *Fibber McGee & Molly*, Bob Hope and *Lux Radio Theatre*.

Average popularity rating for 148 sponsored programs was 8.4, down .3 from the previous report and up .3 from the similar period a year ago. Average sets-in-use from 6 to 10:30 p.m. was 24.7, down .9 from the previous report and down .9 from the same period a year ago. Average sets-in-use from 10 to 11:30 p.m. was 16.5, down .4 from the previous report and down 1.5 from a year ago.

Program leaders were *Fibber McGee & Molly* 22.4, Bob Hope 19.8, *Lux Radio Theatre* 19.6, *Red Skelton Show* 18.5, Charlie McCarthy 18.3, Fred Allen 18.2, Bing Crosby 18.2, Walter Winchell 16.6, *Mr. District Attorney* 16.4, Eddie Cantor 16.3, *Amos 'n' Andy* 15.8, Jack Benny 15.8, *Screen Guild Players* 15.6, *Sealtest Village Store* 15.6, *The Aldrich Family* 14, *People Are Funny* 13.7, *Truth or Consequences* 13.5, Burns & Allen 13.1, *A Date With Judy* 13.1, and *Suspense* 12.9.

CAB's report of daytime listening showed *Breakfast in Hollywood* had completed its fifth month as weekday leader.

Popularity Ratings

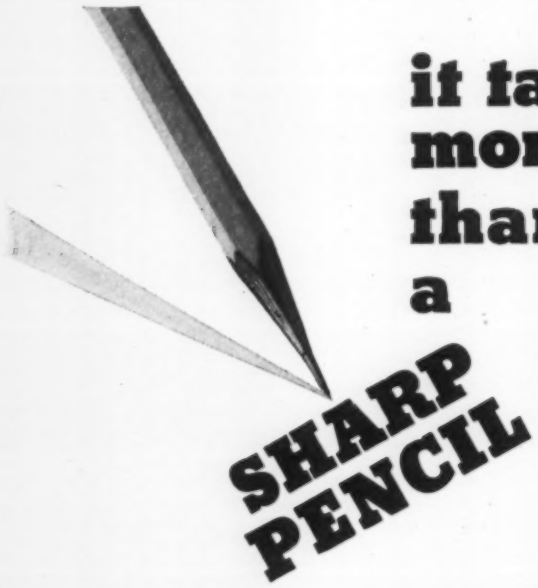
Average popularity rating for 111 sponsored network daytime shows was 4.1, down .2 from the previous report but the same as a year ago. Average percentage of sets-in-use during the morning was 13.9, the same as the preceding report but up .5 from a year ago. Average sets-in-use in the afternoon was 14.4, down .1 from the preceding report, up .5 from a year ago.

Leading weekday programs were *Breakfast in Hollywood* (11:15 program) 6.9, *Kate Smith Speaks* 6.6, *Breakfast in Hollywood* 6.5, *Big Sister* 6.1, *Our Gal Sunday* 6, *Ma Perkins* (CBS) 5.9, *Breakfast Club* (9:45 program) 5.8, *Breakfast Club* (9:30 program) 5.7, *Romance of Helen Trent* 5.7, *When a Girl Marries* 5.7, *Lorenzo Jones* 5.5, *Ma Perkins* (NBC) 5.5, *Pepper Young's Family* 5.4, *Stella Dallas* 5.4, *Backstage Wife* 5.2, *Right to Happiness* 5.2 and *Today's Children* 5.2.

Leading weekend programs broadcast Saturdays between 10 a.m. and 6 p.m. and Sundays between 1 and 6 p.m. were *One Man's Family* 8, *The Shadow* 7.7, *Armstrong Theatre of Today* 7.1, *Stars Over Hollywood* 6.7, and *Shaeffer Parade* 6.6.

WPIK Honored

WPIK Alexandria, Va., has been presented a United States of America Certificate of Award for "meritorious service in the public interest" by the OPA and which contains signatures of President Truman and Chester Bowles, former OPA administrator.



. . to make a LOW RATE

IT TAKES COVERAGE! On, and bounded by Lake Erie, Lake Huron and the Detroit river, CKLW beams its 5,000 watt clear channel signal via *the water route* to a 10,000,000 population area with a buying power second to none in America. This power, plus our middle-of-the-dial frequency *800 kc.* coupled with the *lowest rate* of any major station in this market, makes CKLW your No. 1 buy!

In The Detroit Area, it's

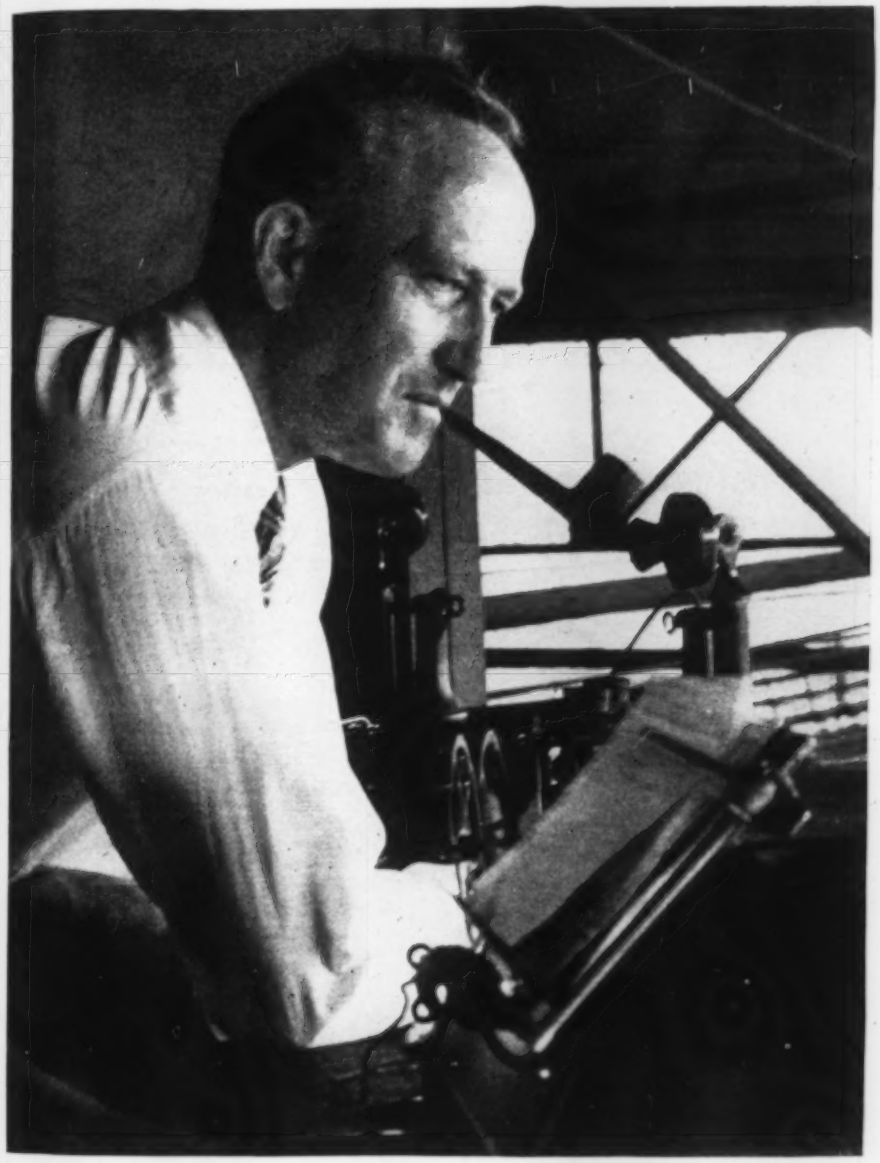
CKLW

5,000 Watts at 800 kc. day and night

Mutual Broadcasting System

J. E. CAMPEAU, Managing Director
ADAM J. YOUNG, INC., Nat'l Representative

NO MERE COINCIDENCE



J. ROY STOCKTON, Sports Editor of the St. Louis Post-Dispatch

If the picture which appears on this page complies with the popular conception of a "Portrait of a Sports Editor" the similarity is no mere coincidence. The gentleman whose likeness is here reproduced IS a sports editor — the sports editor of the St. Louis Post-Dispatch.

A few weeks ago J. Roy Stockton, who has been a member of the newspaper's sports staff for more than twenty years, was named sports *editor*. In announcing the appointment, John E. Wray, who had been sports editor of the Post-Dispatch for 38 years, said:

"Here's a Post-Dispatch product in whom this writer takes especial pride. The pride rests on the fact that a quarter of a century ago I picked him for just this job."

KSD also is especially proud of this new recognition which has come to Roy Stockton, because since 1933 he has been one of KSD's featured sportscasters.

KSD is pleased also to announce that notwithstanding the added duties incident to his new responsibilities, Roy Stockton will continue to make his authoritative contributions to the daily sponsored broadcasts of "NEWS AND SPORTS" which are presented over KSD at six o'clock each evening.

KSD NBC AP

KSD is the NBC basic station for St. Louis; it is 225 miles to the nearest other NBC basic outlet. KSD is the only broadcasting station in St. Louis with the full service of the Associated Press—the AP news wires plus the PA radio wire. KSD is recognized throughout its listening area for its high standard of programming and advertising acceptance. To sell the great St. Louis Market, use "The Combination that Click"—KSD-NBC-AP.

KSD

ST. LOUIS • 550 KC

Owned and Operated by the
ST. LOUIS POST-DISPATCH

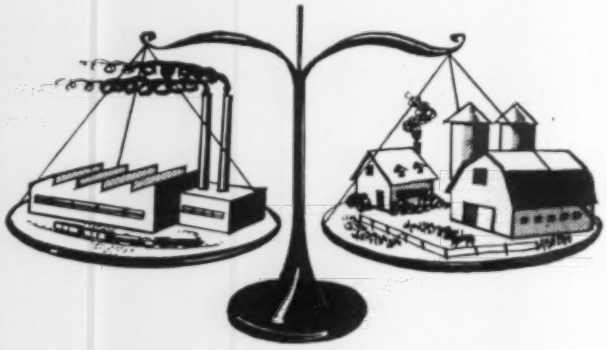
National Advertising Representatives
FREE & PETERS, INC.

WMT Eastern Iowa's
only CBS Station

brings you a completely

BALANCED MARKET

at the lowest-cost!



IOWA is the outstanding agricultural state of the union BUT her *INDUSTRIAL income* is equal to her AGRICULTURAL *income.*

IOWA holds 35 million acres of land — of this 97% is under successful cultivation. Of all the grade "A" land in the country 25% is in Iowa. YET there are few products not produced in some quantity in IOWA — every craft, every industry is well represented except diamond cutters and seamen.

3,500,000 Consumers in this BALANCED MARKET *Live* in WMT's primary area, the largest coverage of ANY station in the state within its 2.5 mv line.

Represented by
KATZ AGENCY

MEMBER OF THE MID-STATES GROUP

Daylight Saving Time Views Are Aired By Listener, Representative, Broadcaster

DAYLIGHT SAVING Time, adopted by many metropolitan centers on April 28, has provoked considerable interest and comment both in radio and outside. Following are letters from three interested persons, one a broadcaster, one an agency executive and the other a listener:

EDITOR, BROADCASTING:

As a lay person (i.e., not in the broadcasting industry) I should like to add my voice to the many comments expressed and being expressed on the matter of rescheduling due to Daylight Saving Time.

I think it probably safe to say that most people in the country do not go on Daylight Saving in the summer; those who do all live east of the Mississippi. As a rough guess I should say that perhaps 30 million go on Daylight Saving.

Why, then, should the remaining 100 million have to mentally readjust their network schedules so that the other 30 million will not have to? Either way is bad for the advertiser, the present way being the worse.

Let those who want to go on Daylight Saving do their own schedule readjusting. Let the program directors of the stations serving such areas be the only ones to worry instead of making every network station program director in the country subject to epileptic fits.

JAMES A. NORTON
332 King's Highway
Wyandotte, Mich.

May 1, 1946

* * *

EDITOR, BROADCASTING:

Your editorial in your April 22 issue interested and amused me.

You don't know the half of it! It is cruel to have stations, representatives, agencies and advertisers suffer the headaches of the time changes, when a solution to the problem could be so simple.

You ask why radio cannot adopt uniform time like the railroads? My answer to that is that millions listen—while only hundreds travel (comparatively).

I believe that if all radio stations remained on Standard Time, the network shows would advance to Daylight Saving Time, because that is when listeners in large metropolitan areas listen. For example, the people of the New York metropolitan area, who live according to Daylight Saving Time, would be unable to listen to Lowell Thomas since he would broadcast at 5:45 if WEAF remained on Standard Time and I, therefore, contend that Lowell Thomas should be shifted to Daylight Saving Time. Situations like this would cause the same time shifts as we now have.

No, uniform time the year round for radio stations is not the solution. Obviously the real solution is to have the whole country go Daylight Saving Time. Until that happens, it seems that the American Broadcasting Co. has come up with the best solution so far.

What I can't understand is why rural areas object to Daylight Saving Time.

It seems advisable that we all keep plugging at this problem in an endeavor to have something done about it prior to Daylight Saving Time operation in 1947.

H. R. GOLDBERG
The Katz Agency

* * *

EDITOR, BROADCASTING:

I was glad to see your editorial about Daylight Saving Time. When you consider how much inconvenience, time and money these changes cause the stations, not to mention a far more important matter, the inconvenience to the listener, it's a wonder the hundreds of stations in Standard Time zones put up with it at all.

At KOB we are now recording *fifty six* network programs per week for re-broadcast and the great majority of this recording is on account of the change to Daylight Saving Time. Of course, we could just take the programs when the networks offer them to us and run *Lora Lawton* at 7:15 a.m., but we feel we owe something to our listeners.

The solution, of course, is as you suggest, Standard Time for all networks all year. If certain communities insist on changing time, the networks should let them take the consequences, instead of forcing the time change schedules down the throats of stations in Standard Time zones.

FRANK QUINN, *Manager*
KOB Albuquerque, N. M.

May 1, 1946

Court Decrees Phillips Cannot Shift Broadcast

IRNA PHILLIPS, whose daytime serials are on NBC for General Mills — *Guiding Light, Today's Children, Woman in White* and *Masquerade*, 1-2 p.m. (CDST)— will not be permitted to move *Guiding Light* to California as previously announced without consent of her court-decreed partner, Emmons Carlson, promotion manager of NBC Central Division.

Decision was handed down this week by the Illinois Circuit Court in approving an injunction against Miss Phillips, her attorneys or agents in entering into any contracts without full consent of Mr. Carlson. A mandate handed down by the Illinois Supreme Court rejecting Miss Phillips' appeal of the appellate court's findings in favor of Mr. Carlson, set June 1 for a final accounting "on a week to week basis" of all profits and expenses accrued by *Guiding Light* since 1936. Miss Phillips was also directed to pay $1800 assessed Mr. Carlson for court costs.

RIGHT IN THE MIDDLE OF BIG THINGS

A BIG STATION IN A BIG MARKET

We're surrounded–not by water–but by the rich, productive South Plains of Texas . . . where the income from dairying, grain, wholesale and retail distribution, oil, poultry, and cotton amounts to over $167,892,000 annually.

We'd like YOU to share this market with us—and here's a tip! KFYO's the station folks out here listen to—the ONLY station having a consistent clear signal!

TAYLOR-HOWE-SNOWDEN
Radio Sales

AFFILIATED WITH

LONE STAR CHAIN
AMERICAN BROADCASTING CO.
250 WATTS
1340 KILOCYCLES

VOICE OF THE
SOUTH PLAINS OF TEXAS
1340 ON THE DIAL

KFYO

LUBBOCK, TEXAS

FIRST in years—

FIRST in service—

NBC IN THE PACIFIC SINCE 1931

HAWAII'S first STATION

Began its 25th YEAR OF BROADCASTING MAY 11, 1946

Affiliated with

THE HONOLULU ADVERTISER

Represented by

THE KATZ AGENCY, INC.

Reconversion Plans Explained To RCA Stockholders Meeting

BRIG. GEN. DAVID SARNOFF, president of RCA, last week told stockholders of the company that RCA had already borrowed $10,000,000 this year and would probably borrow at least that much more within a week to keep the RCA Victor Division in operation during the reconversion period.

Gen. Sarnoff, addressing the 27th annual meeting of RCA stockholders at an NBC New York studio, said that reconversion ailments had restricted the RCA Victor Division from proceeding as planned with its full production program.

Six Factors

At the same meeting, Frank M. Folsom, executive vice president in charge of RCA Victor, listed six major factors which hamper the company's production: (1) lack of labor supply; (2) price confusion among component parts manufacturers; (3) scarcity of components; (4) unbalance of inventories among manufacturers; (5) the coal shortage, and (6) the copper strike.

"We have proved the old adage that 'man does not live by himself'," said Mr. Folsom. "We at RCA are dependent upon many other people and factories."

During the first quarter of 1946, said Gen. Sarnoff, the consolidated gross income of RCA was $48,972,924, or $36,412,160 less than the gross of $85,385,084 for the same period in 1945 when RCA's manufacturing facilities were devoted to war production.

But the net profit for the first quarter of 1946 was $172,738 higher than that for the same period last year. The elimination of the excess profits tax provided the profit increase, Gen. Sarnoff stated. The net profit after taxes for the 1946 quarter was $3,160,224, compared with $2,987,486 for the first quarter of 1945.

The 1946 first quarter profit was reflected in earnings per share of common stock outstanding of 17.1 cents, as compared with 15.8 cents per share for the same period in 1945.

Gen. Sarnoff told the stockholders that the company would continue the development of television equipment and broadcasting.

RCA television receivers, he said, would "begin to reach the market in the autumn." The RCA black-and-white television system, he said, "is ready for greater service to the public."

Turning to the question of black-and-white *v.* color television, Gen. Sarnoff said: "We firmly believe that color ultimately will provide an added interest in certain television programs for the home as it does in certain motion pictures for the theatre." He said, however, that RCA thought most television programs would still be black-and-white even after color became practical.

Movie Example Cited

"Although color processes have been available to the movies for many years," he said, "only six percent of the feature motion pictures shown in the theatre today are in color."

RCA Laboratories, said Gen. Sarnoff, are hard at work to develop peacetime adaptations of wartime devices such as teleran, an aerial navigation system, and shoran, an electronic mapping system.

At the same meeting, stockholders reelected three members of the RCA board of directors whose terms had expired and elected one, John T. Cahill, counsel for the corporation, to fill the vacancy left by the death of DeWitt Millhauser April 14.

Reelected for three-year terms were Edward J. Nally, first president of RCA from 1919 to 1923; Gano Dunn, president and director of the J. G. White Engineering Corp., and Edward F. McGrady, vice president in charge of labor relations of RCA.

Mr. Cahill, the new member of the board, is senior member of the New York law firm of Cahill, Gordon, Zachry & Reindel.

JULIUS HABER GIVEN NEW RCA POSITION

APPOINTMENT of Julius Haber as advertising and sales promotion manager of the Tube Dept., RCA Victor Division, Radio Corp. of America, has been announced by L. W. Teegarden, vice president in charge of RCA tube activities. Prior to his appointment, Mr. Haber was engaged in special advertising and promotion assignments in the company's public relations department. He will be located at Harrison, N. J., headquarters.

Mr. Haber

Mr. Haber first joined RCA in 1923 and has been with RCA since that time, except for a two-year period, starting in 1930, when he joined Lord & Thomas to organize and direct its publicity department. During this period he directed publicity for both the Victor Co. and RCA, as well as for several national advertisers.

During the war, Mr Haber was prominent in inaugurating and directing RCA Victor's famed "Beat the Promise" campaign that served as a pattern for war production drives in this country and England.

CITATION* TO **WROK** ROCKFORD, ILL.

"For Unusually Effective All-Over Promotion by a Regional Radio Station"

CITY COLLEGE of NEW YORK

WROK

is proud of its Honorable Mention in the CCNY Radio Awards for 1945

In Good Company With

SIX 50,000 WATT STATIONS
FIVE 5,000 WATT STATIONS
SELECTED AS WINNERS.

* OUR 6TH MAJOR PROMOTION AWARD IN 18 MONTHS!

WROK 1000 W • AN ABC STATION
NATL. REP.: HEADLEY-REED COMPANY

NOTICE

You cannot cover the tremendous New York market without using WBNX, because . . . WBNX reaches

•

2,450,000 Jewish speaking persons
1,523,000 Italian speaking persons
1,235,000 German speaking persons
660,000 Polish speaking persons

•

STRENGTHEN your present New York schedules with WBNX. Our program department will assist you in the translation of your copy.

WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

'Hi-Yo!' on ABC

HARDLY had the ink from Edward J. Noble's pen dried on the contract stipulating $3,650,000 as the purchase price for the King-Trendle Broadcasting Corp. by American Broadcasting Co., than ABC confirmed reports General Mills had signed to sponsor *The Lone Ranger* on the 17 ABC Pacific network stations, effective June 1.

The Lone Ranger, which remains one of the King-Trendle properties not included in the ABC deal, has been heard on 55 stations of east and central ABC networks for General Mills but the Pacific network has been sold on a participation basis.

McIntire Protests WNOX Rotation Plan Despite Denial of Writ in WPEN Case

THWARTED by the Supreme Court in his attempts to force WPEN Philadelphia to sell him time, Rev. Carl McIntire of Collingswood, N. J., has joined a group of ministers in Knoxville, Tenn. protesting cancellation of paid religious time by WNOX, Scripps-Howard station.

At mass meetings sponsored by a minority religious group which protested the WNOX policy of free time for religious broadcasts on a rotation basis, Mr. McIntire was assisted by Rev. Harvey H. Springer, Englewood, Colo.

On April 1, WNOX announced that after April 15, in accord with Scripps-Howard Radio policy, paid religious broadcasts would be banned in favor of free time donated to all churches and denominations in the WNOX coverage area. Decision affected Rev. J. Harold Smith, Rev. J. Bazzell Mull, Rev. George W. Cooper and several others who had purchased time.

Despite the fact that the Knoxville Ministerial Assn. voted to accept free time in the rotation basis, the ministers affected spent their last two weeks on the air calling for mail protests, according to R. B. Westergaard, general manager of WNOX. Rev. Smith charged that WNOX sought to "control religion" and contended that "free time is controlled time."

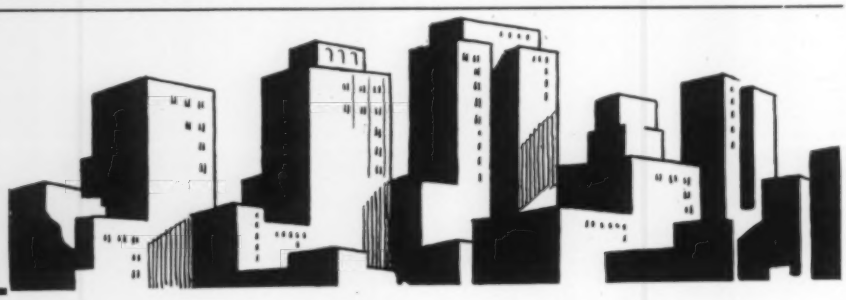
At a mass meeting May 5, the Reverends McIntire, Springer and Smith condemned the Federal Council of Churches and WNOX. Mr. Springer offered resolutions calling for Congress to amend the Communications Act of 1934 to force broadcasters to accept paid religious time. He demanded that the FCC "investigate" and reject the license renewal of WNOX.

"If anybody disagrees with this, let him say 'aye' and we'll carry his corpse out of the stadium," shouted Mr. Springer. Nobody said "aye."

Collections were taken up for the announced purpose of "establishing a new radio station in Knoxville" and petition cards, demanding that the FCC take action against WNOX, were circulated.

Denied Writ

On Feb. 11 the Supreme Court denied writ of certiorari to Rev. McIntire and seven other members of the Fundamentalist group of churches [BROADCASTING, March 4] after the Third Circuit U. S. Court of Appeals, Philadelphia, dismissed the church complaint against WPEN which had invoked a policy similar to that of WNOX. The appeals court held that a licensee is free to sell or give away time as he sees fit and that "a broadcasting station is not a public utility in the sense that it must permit broadcasting by whoever comes to its microphones" [BROADCASTING, Oct. 22, 1945].



AMARILLO . . . THE PANHANDLE'S "CAPITOL"
Whose Skyline Will Not "Stay Put".

1945 permits for building in Amarillo TRIPLE the 1944 figure and EXCEED ANY YEAR since the records were started. Such growth is typical of the entire Amarillo market area.

KFDA COVERAGE..COUNTS!

KFDA forcibly TELLS your message and aggressively SELLS your product in the POPULOUS area of the Amarillo market where the people live, work and spend. Yes, KFDA INFLUENCES the spending of many, many thousands of dollars in this busy, growing market. Let us send you our latest coverage data and other material at once. You NEED this station to really put your message across.

KFDA
A NUNN STATION

Howard P. Roberson, Manager
ABC Affiliate

Nunn Stations

- KFDA, *Amarillo, Tex.*
- WLAP, *Lexington, Ky.*
- WBIR, *Knoxville, Tenn.*
- WMOB, *Mobile, Ala.*
- WCMI, *Ashland, Ky.*
  Huntington, W. Va.

Represented Nationally By The John E. Pearson Co.

Spokes Manager of New Station at Burlington

APPOINTMENT of A. E. Spokes, assistant manager of WJTN Jamestown, N. Y. as manager of WJOY Burlington, Vt., new 250 w local on 1230 kc authorized last February by the FCC [BROADCASTING, Feb. 11], was announced last week by David W. Howe, president of Vermont Broadcasting Co., licensee.

John Quill, former chief engineer of WCAX Burlington, was named to a similar post at WJOY. New station will be on the air some time in the coming summer, according to Mr. Spokes, who was in Washington last week.

Construction permit was granted by the FCC Feb. 6 conditioned upon site approval. Plans are to erect the transmitter on the campus of the U. of Vermont. Station plans a direct tie-up with the university and will cooperate in radio courses which will be offered by the college, said Mr. Spokes.

Chairman of the NAB District 2 Small Market Committee, Mr. Spokes began his radio career in June 1940 with WJTN following his graduation from Syracuse U. He served first as promotion director, then program director and last October was named executive assistant to Simon Goldman, general manager of WJTN.

Stock in the Vermont Broadcasting Co. is owned by some 30 residents of Vermont. Mr. Howe, 18.7% owner, is business manager of the Burlington *Free Press*. Other officers are Levi P. Smith (5.7%), banker, vice president, and Hall Park McCullough (4.9%), also a banker.

Another smash in POST . . . to build a bigger audience for ABC advertisers

MAY 11, 1946

To make the morning fly . . .

Listen to ABC

AMERICAN BROADCASTING COMPANY

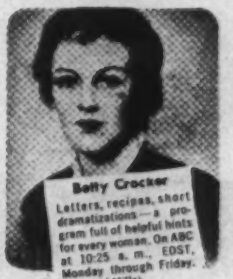
The Breakfast Club
Don McNeill's jovial emceeing, comedy, songs and music have made this merry show a morning favorite for twelve years! Hear it Monday through Friday at 9 a. m., EDST. (Swift and Philco)

Breakfast in Hollywood
The most popular morning program on the air! Genial Tom Brenneman plays host, keeps the breakfast tables in an uproar for a half-hour every morning, Monday through Friday. Tune in at 11 a. m., EDST. (Kellogg and Procter & Gamble)

Hymns of All Churches
Favorite hymn selections sung by a choir of beautifully blended voices under the direction of Fred Jacky. A heart-warming program, on your ABC station Monday through Friday at 10:30 a. m., EDST. (General Mills)

The Listening Post
Dramatizations of famous Saturday Evening Post stories. Top-notch entertainment by some of radio's finest dramatic talent. Tuesday through Friday at 10:45 a. m., EDST. (Curtis Publishing Co.)

Ted Malone
Colorful, human-interest stories and commentary by one of radio's best-liked personalities. Monday through Friday daily at 11:45 a.m., EDST. (Westinghouse)



Betty Crocker
Letters, recipes, short dramatizations — a program full of helpful hints for every woman. On ABC at 10:25 a. m., EDST, Monday through Friday. (General Mills)

My True Story
Exciting, true-to-life dramas, skillfully enacted. A complete story every day, Monday through Friday, at 10 a. m., EDST. (Libby, McNeil & Libby)

Home Edition
Hear Gil Martyn's hot-off-the-wire news and Marvin Miller, the Coronet Story Teller, at 11:30 a. m., EDST, Monday through [illegible] (Kellogg)

THE popularity of all network radio programs is measured regularly by independent research services. These surveys tell us that ABC is the most-listened-to network on the air every weekday morning from nine to noon (EDST). *In fact, quarter-hour by quarter-hour, ABC is in first place more often than all other networks combined.*

Once women have started a cheery day with the chuckle-full *Breakfast Club* and the entertaining shows that follow, they're more than content to tune in their ABC stations every morning—and leave their dials set!

ABC keeps women listening right on through the afternoon, too, w[illegible] such popular programs as *Eth[illegible] Albert, Bride and Groom, Al[illegible] Ladies Be Seated, The Ja[illegible]ce, Show* and *Try 'n' Find Me[illegible]erch*

It's because ABC offer[illegible] in the way of good ente[illegible]nuch morning, noon and nigh[illegible] many millions of familie[illegible]nent coast, are setting their d[illegible] so leaving them set—on ABC[illegible] to

American Bro[illegible]

A NETWORK OF 202 RAD[illegible]

Why more leading companies are advertising on ABC today

Advertisers who want a nation-wide audience *during good time periods at low cost* are buying time on ABC today. One network costs 43.7% more per evening half-hour than ABC; another costs 28.7% more. Yet ABC's 202 stations reach all the people who live in 22 million radio homes located in practically every major market in the United States. *If you are an advertiser, remember that a good ABC time period bought today means a valuable franchise for years to come.*

Note to Time Buyers!

"Throw Your Voice Where It Will Do the Most Good!"

★ ★ ★

Leading advertisers look to Detroit as the *most progressive and fastest moving market in the world* and will select WXYZ to deliver their sales messages in this market because WXYZ, Detroit's influential home-town station, covers the complete Detroit area at more reasonable rates than any other major Detroit station.

★ ★

WXYZ

(Key Station of the Michigan Radio Network)
Owned and Operated by the
KING-TRENDLE BROADCASTING CORPORATION
1700 Stroh Building • Detroit 26, Michigan
Represented by the Paul H. Raymer Co.

KSTP SUPER-PROMOTION

State Lakes Stocked With Fish to Bring Anglers —Prizes Valued at $566,000—

OVER one-half million dollars in merchandise and cash prizes.

That's the gigantic summer-long promotion stunt started last Friday by KSTP Minneapolis-St. Paul in cooperation with the Fisheries Research Bureau of the Minnesota State Conservation Dept.

The idea has already been tabbed by resort owners, business concerns and civic and state officials as Minnesota's No. 1 tourist promotion nationally for the future. Here's how it works:

The Fisheries Research Bureau has stocked Minnesota's 10,000 lakes with 1,000 specially-tagged adult fish of catchable size. These fish bear jaw-tags numbered from 1 through 1,000. For each of the tagged fish brought to KSTP between May 15 and Sept. 27, bearer will receive of the following prizes: A portable cook stove, camp ice box and utility light, a tailored to measure man's or woman's coat, an all-aluminum lawn mower, a case a week for one year of a popular soft drink, a sleeping bag, outboard motor, woman's fur coat, two wool blankets and a man's suit of clothing.

KSTP emphasizes that *all* of the above, valued at $560.90, will go to *each* of 1,000 lucky fishermen.

In addition, the first one to turn in a tag ending in 00 or 000 will receive from KSTP a check for $1,000, a new 1946 fordor deluxe sedan, a 14-foot aluminum rowboat, a home freezer, a completely-equipped camper-trailer, and a five-day all expense winter vacation to New Orleans.

All in all, the contest prizes will total a value of $566,000. Competition was touched off in a special program featuring Stanley E. Hubbard, president and general manager of KSTP, and Gov. Edward J. Thye.

KSTP promotion posters have announced the contest in nearly 1,500 resorts, and the station has bought space in more than 400 weekly newspapers to publicize the competition. Daily spots announcements over KSTP are also being used.

More promotion is coming from other magazines and papers as well as state manufacturing concerns, each of whom is contributing 1,000 units of their merchandise to the prize fund.

State officials plan to study returns for educational information on longevity, migration and propagation habits of the fish. Anglers are also being briefed on turning in all information on their catches as further aid to the Fisheries' studies.

COLUMBIA SUMMER PROGRAM SCHEDULE

TAXES AND DEATH gave way to the inevitability of the summer hiatus at CBS as a half-dozen leading Columbia programs prepared for their seasonal departures from the air. Sustaining programs to fill the time gaps have not been announced as yet.

Shows to leave for the summer are: *Jack Carson Show* Wednesday, 8-8:30 p.m., sponsored by Campbell Soup Co., effective July 3 till Sept. 25; *Adventures of the Thin Man* Sunday, 7-7:30 p.m., sponsored by General Foods Corp. (Post Toasties) June 6 for 8 weeks; *Mayor of the Town* Saturday, 8:30-8:55 p.m., sponsored by Noxzema Chemical Co., July 13 to Sept. 25; *Jack Smith Show*, Mon. through Fri., 7:15-7:30 p.m. sponsored by Procter & Gamble (Oxydol) July 1 till Aug. 16: *FBI in Peace and War*, Thurs., 8:30-8:55 p.m., sponsored by Procter & Gamble (Lava Soap), July 13 for 7 weeks; *This Is My Best*, sponsored by Cresta Blanca Wine through BBDO effective June 4 till Aug. 27 will be replaced by a musical program not yet announced, sponsored by Schenley Laboratories (Penicillin) through Biow Co.

WEBSTER, HARRISON LEAD DELEGATION

COMMODORE EDWARD M. WEBSTER, Chief Communications Officer of the Coast Guard, heads the U. S. delegation to the international meeting on radio aids to marine navigation, being held in London for two weeks started May 6. C. G. Harrison, assistant chief of the Telecommunications Division of the State Dept., is vice chairman.

List of delegates includes: Capt. C. H. Peterson, Capt. W. M. Harding, Commdr. G. L. Ottinger, and Lieut. Commdr. A. L. Budlong for the Coast Guard; A. L. McIntosh, FCC International Division, and William F. Minners, FCC Marine Radio Engineering Section; Col. S. A. Mudell, Lieut. Col. P. J. Greven, and former Col. Gale Simpson, new IRAC chairman, for the War Dept.; Capt. G. H. DeBaun, Lieut. Commdr. Irvin L. McNally and Lieut. Commdr. W. H. Wilson for the Navy; Thomas Hinckley for Coast and Geodetic Survey; P. D. McKeel for CAA; William H. J. McIntyre, Telecommunications Attache for the U. S. Embassy in London, for State Dept., and Florence A. Trail for State Dept. Telecommunications Division; Capt. G. G. McLintock for Maritime Commission.

Meeting is being attended by maritime nations of the world, with the British Government planning demonstrations of radar and other electronics systems affecting maritime service.

Oregon Trail

Lewis and Clark blazed the way, back in 1805. Miners, fishermen, and lumbermen were followed by city-builders and industry-builders. No wonder the region grew more populated, more prosperous with each passing year!

And no wonder today's "Oregon Trail" finds advertisers and agencies seeking the expanding market covered by KEX in Portland. Here, in the heart of the Pacific Northwest, live more than 600,000 people.. eager for merchandise, and able to pay for it.

If you're looking for a Northwest Passage to increased sales on the Coast.. KEX is the ticket. By giving its programs a true Northwest slant, by following the Westinghouse policy of constant devotion to the public interest, KEX has gained, throughout its territory, an abiding good-will.. good-will reflected in many a sponsor's rising sales-curve.

Interested in availabilities? The man from Paul H. Raymer Company will be glad to point them out.

Oregon's American Network Station

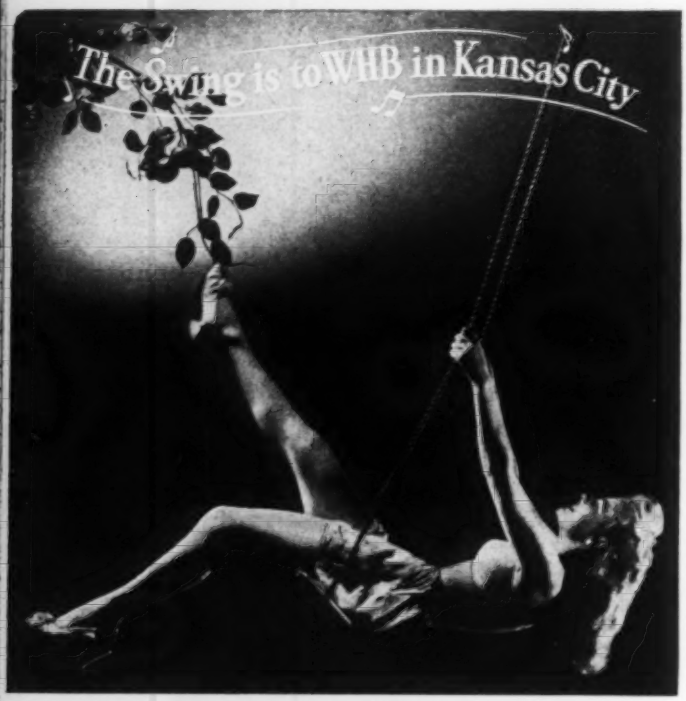
KEX

PORTLAND, OREGON
5,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc

KYW • KDKA • WBZ • WBZA • WOWO • KEX

Represented nationally by NBC Spot Sales—except KEX
KEX represented nationally by Paul H. Raymer Co.



. . . and We're Swinging with "Queen for a Day"! 22,000 Kansas Citians Saw Her April 11-12th.

Last month gave another demonstration of WHB's terrific pulling power, when "Queen for a Day" visited Kansas City. All 22,000 "studio audience" tickets were requested by mail from listeners *eight days in advance* of the Queen's appearance—as a result of only thirteen announcements offering admission. The "studio" was the Arena of Municipal Auditorium . . . biggest hall in Kansas City . . . and it was jam-packed from rafters to footlights with 11,000 spectators at each performance.

Back in 1937, WHB celebrated its 15th Anniversary by staging a "Birthday Party" in this same Arena. The record of those days still stands: *WHB is the only radio station ever to fill that immense auditorium with spectators for a strictly local radio show!* It was a show by local WHB talent, promoted exclusively over WHB (no network show prestige, no newspaper ads, no newspaper publicity). *WHB did the job alone!* That same audience-building "punch" is still effective at WHB —ready to go to work selling *your* goods or services!

WHB KANSAS CITY Thrift Market 10000 WATTS-5806 K.C.

For WHB Availabilities, 'phone DON DAVIS at any ADAM YOUNG office:

New York City, 18	11 West 42nd St.	LOngacre 3-1926
Chicago, 2	55 East Washington St.	ANDover 5448
San Francisco, 4	627 Mills Building	SUtter 1393
Los Angeles, 13	448 South Hill St.	Michigan 0921
Kansas City, 6	Scarritt Building	HArrison 1161

KEY STATION for the KANSAS STATE NETWORK

KANSAS CITY HOOPER INDEX FEBRUARY '46	WHB	Station A	Station B	Station C	Station D	Station E
WEEKDAYS A.M. MON. THRU FRI. 8 A.M.—12 Noon	25.5	24.7	14.8	20.3	7.3	5.7
WEEKDAYS P.M. MON. THRU FRI. 12 Noon—6 P.M.	17.1	22.4	25.6	15.3	16.1	2.8
SUNDAY AFTERNOON 12 Noon—6 P.M.	24.5	29.1	25.2	9.1	10.6	1.2
SATURDAY DAYTIME 8 A.M.—6 P.M.	25.0	31.7	15.5	5.6	18.3	3.9

Leighter Is Elected President of WLIB

Thackrey Becomes Executive Committee Head for Radio

JACKSON LEIGHTER, former movie-theatrical producer and one-time agency executive, last week was elected president of WLIB New York, Mrs. Dorothy S. Thackrey, chairman of the station's board of directors, announced.

He succeeds T. O. Thrackrey, who became vice chairman of the WLIB board and chairman of the executive committee for the Thackrey radio interests which include, besides WLIB, KLAC Los Angeles, and KYA San Francisco.

During the war Mr. Leighter was motion picture liaison officer for the Office of Inter-American Affairs. After the war he joined the *New York Post* as executive assistant to Mr. Thackrey, who also is editor and general manager of the newspaper. Mrs. Thackrey is publisher.

Personnel Additions

Mr. Leighter announced that no staff changes at WLIB were contemplated, but he said some new personnel would be added to handle expanded programming and promotion departments.

He said a new program policy, increasing emphasis on public service, will aim at the capture of a wide general audience rather than one of special interest or attitude, he said. Station's news presentations and analyses also will be broadened, he added. Effective May 20 WLIB will broadcast 10 minutes of news every hour on the hour.

A member of the Independent Motion Picture Producers Assn., Mr. Leighter for a time was associated with Melvyn Douglas and Rex Ingram in a movie production firm. Later he was co-partner with Orson Welles in Mercury Productions, the *Mercury Theatre of the Air* and the Mercury Theatre.

In 1929-30 he was associated with Lennen & Mitchell and was in charge of the Pacific Coast broadcast of the *Bing Crosby Show* for P. Lorillard & Co., first full-hour network program. In 1930 he organized his own advertising agency in Los Angeles. He joined General Motors Corp. in 1934 as a promotion executive in Asia, returning to the U. S. in 1936 to join Mr. Douglas and Mr. Ingram in the motion picture production firm.

Starts With New Power

OPERATION with increase of power recently granted by FCC has begun by KSJB Jamestown, N. D. Station now operates on 600 kc. with 5,000 w. John Boler, chairman of the North Central Broadcasting System, announced that new studios and offices are now under construction and will be ready for occupancy by early fall.

ABC Honors Veterans

PROGRAM honoring Veterans of Foreign Wars and organization's annual sale of buddy poppies will be presented May 17 on ABC 11:35 P. M. (EDT). Joseph M. Stack, commander-in-chief of the VFW, will serve as M. C. Program will switch to Hollywood to include dramatic sketch from motion picture, "Pride of the Marines."

AWARDS TO BE MADE BY WOMEN'S GROUP

WOMEN'S NATIONAL Radio Committee will present awards to the outstanding programs on each of the major networks tending to awaken social consciousness and to aid the general public in coping more intelligently with complex national and international problems at the committee's 11th annual award luncheon on May 15 in the Music Room of Hotel Biltmore, New York. Awards are based on a nationwide poll of thousands of individual women's organizations.

The luncheon will feature (besides the presentation of the awards) an "American Town Meeting" identical with those presented by the *Town Meeting of the Air*, except that proceedings will not be broadcast. George V. Denny Jr. will act as moderator; and the participants are H. V. Kaltenborn, NBC; Henry J. Taylor, MBS; Quincy Howe, CBS; and Lisa Sergio, ABC. Topic will be "Can United Nations Keep the Peace?"

Top ranking players of *Theatre Guild on the Air* which polled a heavy vote, will discuss "Importance of Good Drama Via Radio in Molding Public Opinion."

Women's National Radio Committee embraces 25 women's organizations and was founded in 1934 by Mme. Yolanda Mero-Iron.

WSW continues to put public service first, although leading all Pittsburgh stations in total sponsored time.

E maintain thirty regular "pick-up points" for remote broadcasts of important public-interest features.

PORTS coverage is complete, with play-by-play broadcasts of baseball, football, hockey and other major sports.

HEN you want intimate coverage of this rich industrial market, include WWSW —Pittsburgh's only 24-hour station.

Represented by Forjoe and Company

WWSW, INC. PITTSBURGH, PA.

Available for Local and Regional Sponsorship . .

The Art Van Damme Quintet with Louise Carlyle

. . . accent on Rhythm and Song

• This pleasure-packed musical is the perfect definition of *good radio entertainment* . . . the perfect show for local and regional advertisers who want the program sparkle identified with great NBC network shows without excessive talent and production costs. For example:

Art Van Damme . . . known from coast to coast as the man who gets a rocking beat from the accordion . . . contributing subtle, sensational accordion interpretations of favorite jazz classics, memory music and hit tunes.

Rhythmic instrumentation of bass, guitar, vibraphone and drums plus the swing accordion of the maestro compose The Art Van Damme Quintet.

Louise Carlyle . . . popular stylized vocalist currently featured on a nation-wide network show . . . lending her honey-throated voice to a fiesta of songs.

Behind all this talent glows the unrivaled direction and production of the NBC Radio-Recording Division. Result: The greatest little musical on record . . . now available to do a big job for local and regional advertisers everywhere.

Schedule: 3 quarter-hours a week.
Available: 39 weeks of broadcasting.

Audition records and presentation will be sent on request

To help you build up a greater listening audience for this show, NBC Radio-Recording Division supplies a promotion kit containing *Broadcast, Press, Display and Direct-Mail* Promotion Aids.

NBC . . Radio-Recording Division

A Service of Radio Corporation of America

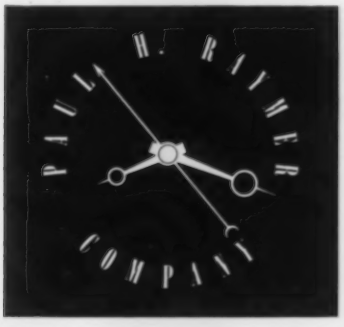
RCA Building, Radio City, New York • Chicago • Washington • Hollywood • San Francisco

DISTRIBUTED IN CANADA THROUGH ALL-CANADA RADIO FACILITIES, TORONTO, ONTARIO

Man-To-Man Contact Gets The Signature

After the game this young man stepped up and asked for what he wanted. He got the autograph of his hero by going for it in person.

In selling national advertising for our radio stations we stress the value of man-to-man contact. We believe in modern selling aids and inventions. We use these tools for all they are worth. We have the facts and figures, the market data, and the program analysis — but in the long run most of the orders are brought home by the man who makes the best man-to-man contact. In selling it pays to ask for what you want.



PAUL H. RAYMER COMPANY • RADIO ADVERTISING

NEW YORK • DETROIT • CHICAGO • LOS ANGELES • SAN FRANCISCO

Editorial

Program Report: IX

IT IS NOW evident that Clifford J. Durr is the FCC's knight errant.

He sets forth with increasing regularity from the Commission's castle on the Potomac to protect the people against the horrible perpetrations of American broadcasters.

He enters the joust in righteous splendor, garbed in an academic grey suit and gripping tightly in one hand—the Blue Book.

And the banner he bears high—is it the white of purity, or is there a tint of pink? Let us be generous; let us say the banner is white, and its hue is but a reflection of the sun's dying rays.

Last week Knight Durr parked his white charger outside the Deshler-Wallick hotel in Columbus, O. to engage in combat Justin Miller, president of the NAB; Sydney Kaye, executive vice president of BMI; and sundry others who were willing to meet him, in the arena or in the alley.

Knight Durr entered the fray with a broken spear—the tenuous argument that the FCC had absolutely no idea of censoring radio programs. He emerged with the same broken spear, slightly scarred but grinning—for had his ears not heard the sweet music of the crowd's acclaim?

Of course, one must examine with some penetration the composition of the assemblage. There were educators from here and there around the nation; there were "social scientists." In the bleachers were a few broadcasters.

In fact, it is becoming increasingly evident that this be-tasseled champion of the Pennsylvania Avenue Cardinals is picking his spots. His voice rings most vibrantly in the halls of learning; for there his casual phrase is symphony to the educator who could not get 15 minutes opposite Fred Allen to discuss The Rubrication of Azure Electrotomes.

We seek no personal controversy with Mr. Durr who is, we have heard so often that we believe it, an honest and sincere man. We seek issue with his beliefs. It has been long known, probably even to Mr. Durr himself, that we seek such issue. He wants for the Federal Government supervisory control over American radio programs, business, and all. He pursues it by devices of his own choosing.

It was evident in his jousting with Mr. Kaye and with Mr. Miller. As a performer in the arena, he is more deceptive than offensive. He parries with greater skill than he thrusts. He refused to answer directly and conclusively such questions as:

1. Do the provisions of the Blue Book have the force of regulation?

2. If there were no scarcity factor in radio—if unlimited facilities were available—would you still seek enforcement of the Report's provisions?

3. Do you believe there should be similar supervision over motion pictures or newspapers?

Until he answers such questions, Mr. Durr is to us a knight without armor. He rides to the clarion call of trumpets we do not hear. He defends a public that seeks no defense. He jousts with a shadow, to the delight of a coterie of his own kind. He rides against the wind with a broken spear.

Victory for the knight errant would be defeat for the taxpayers who bought him his big white charger.

"Freedom"—Truman

"LET ME reemphasize my belief that there must be complete freedom of radio."

Those were the words of President Truman last Thursday to the NAB Board of Directors who called on him at the White House. They came after President Justin Miller had told the Chief Executive:

"Your statement that 'radio must be as free as the press' is the gospel of all broadcasters."

The President had made his original statement on July 3, in a letter to this journal. He then said, too, that American radio "is in good hands." He urged regulation by natural forces of competition. He preferred it to "rigid Governmental regulation."

Mr. Truman, as the Chief Executive, moulds administration policy. The FCC is the licensing instrumentality created to carry out the Congressional mandate and the public policy.

Is the FCC pursuing a course of "complete freedom of radio"? That is for the Commissioners to decide. They should reread the law, read again the President's statement of July 3, and those few words of last Thursday.

Those out of sympathy with the law and with the Chief Executive, in good conscience, should separate themselves from the FCC.

Jimmy & John L.

IF THIS nation, in peacetime, is plunged into brownouts and blackouts, and is plagued with work stoppages, production slowdowns, rampant unemployment and worse, you can trace the virus to James C. Petrillo.

For it was Jimmy, the musicians' czar, who invented and invoked the precursor of John L. Lewis' demand for his health and welfare fund wherein the United Mine Workers' Union would reap a tribute of 10 cents per ton of coal mined.

If you'll check the records you'll find that Jimmy Petrillo succeeded in shaking down the recording companies for a welfare fund of his own—a fixed percentage of each record sold—to be paid into his office and with an accounting to none. That was back in November 1944. It was estimated that AFM would get about $4,000,000 a year in return.

Jimmy got away with it until Congress passed and the President signed the anti-Petrillo Bill last month. John Lewis evidently feels that if a union like AFM can do it, the omnipotent mine workers certainly should go it one better. So he's asking $60,000,000.

Judging from the temper of Congress and the people, however, Mr. Lewis may be treading the same tortuous path as his musical mentor. There is talk of an anti-Lewis Bill on the Petrillo pattern. Like the Petrillo Bill, it will be "class" legislation. But by striking twice in the same legislative sector, Congress would bolster its first action and the trend toward comprehensive legislation to root out labor union abuses would be on.

The Lewis onslaught hit home for radio as last week ended. Virginia stations were ordered to cut operation to 24 hours weekly to save power. Even the flea power used by radio, in contrast to the consumption of factories and utilities, becomes important when a single union head, in his lust for dominance, shuts down on a raw material life-line.

Lewis got his pattern from Petrillo. Petrillo forced Congress to write a special law to prevent his plundering of radio. Congress is a mind to root out the abuse of power by labor a second time.

Our Respects To—

EUGENE SHORB THOMAS

MOST of the 2308 members of the New York Advertising Club, being characteristically partial to the use of the superlative, like to think that their organization is the oldest of its kind in the world. Founded in 1905, the club has acquired a venerably respectable tradition which yields less readily to change than do the attitudes of its individual members.

It comes, therefore, as something in the nature of a minor revolution that a representative of radio, the latecomer in the advertising field, will be elected to the presidency of the Advertising Club. Eugene Thomas, sales manager of WOR New York, is the official nominee for the club presidency in elections which will be held tomorrow (May 14).

Unless a sudden dark horse is urged to a last-minute competition, Mr. Thomas' election will be unopposed. Since such a revolt from the floor would hardly be typical of accepted Advertising Club practices, Mr. Thomas seems certain to become the first radioman to reach the club's highest office.

His ascension to the presidency probably is less startling to Mr. Thomas than to other members of the club. A man of unusual energy, he finds it dull to keep fewer than half a dozen irons in the fire at once; and seldom lets old irons grow cold while heating new ones.

His proclivity for diversification is treated with resigned despair by his wife who after seven years of marriage, it must be presumed, has come to regard committees, clubs and WOR as at least faintly vampirish rivals for her bustling husband's affections. It may have been in recognition of this that Mr. Thomas recently encouraged his wife to take their four-year-old son, Bruce, on a protracted vacation in North Carolina. While Mr. Thomas, with what promised to be his usual enthusiasm, plunged head first into the intricacies of his new Advertising Club job.

The industry required of the president will hardly be oppressive to a characteristically busy man like Mr. Thomas. After graduating from public schools in Washington, D. C., he began working on the *Washington Herald* as a reporter in 1921, meanwhile studying at George Washington U.

The brisk pace of daily journalism and the superimposition of college study combined to keep Mr. Thomas' interests aroused. He worked in rapid and progressing succession on three Washington papers, the *Herald*, *Daily News* and the *Star*.

An admitted extrovert, Mr. Thomas' affection in journalism was for that part of it which required him to associate with all kinds

(Continued on page 60)

ROVIDE . . .
overage where
counts ★

THE *Nunn* STATIONS

SELL . . .
~~four~~ 5 important
markets ★

Response-ability
is the BUY-WORD

★WMOB MOBILE ALABAMA ★★★ Another Star On the *Nunn* Banner

★WBIR
John P. Hart, Mgr.
American Affiliate
Knoxville, Tenn.

~~4~~ 5 GOOD BUYS

★WLAP
Miller A. Welch, Mgr.
American Affiliate
Lexington, Ky.

★KFDA
Howard P. Roberson, Mgr.
American Affiliate
Amarillo, Texas

★WCMI
Joseph B. Matthews, Mgr.
CBS Affiliate
Ashland, Ky.
Huntington, W. Va.

WMOB
P. E. Busby, Mgr.
American Affiliate
Mobile, Alabama

THE NUNN STATIONS
Owned and Operated by GILMORE N. NUNN and J. LINDSAY NUNN

Respects

(*Continued from page 58*)

of people, rather than for the writing assignments he was given.

With the typical ex-newspaperman's nostalgia for the sound of an ambulance siren or police call, Mr. Thomas now remembers fondly some of the frenetic behavior of those early years.

"I got a clean beat for the *News* once when a man jumped from the Washington monument," he said, with undisguised pride, the other day. "In those days there weren't any telephones near the monument. Man jumped off, and there I was with the story, and on a deadline." Mr. Thomas solved the communications dilemma when he noticed a construction project shack nearby. Rushing to it, he found a phone, got the story to his paper in time for its home edition and a clear beat.

In 1925 he handled publicity for President Coolidge's inaugural ball at the Mayflower Hotel and during this activity met Thomas R. Shipp, a public relations counsellor, who promptly hired him.

Mr. Thomas was assigned to the Atwater Kent account, then held by Mr. Shipp's agency. In 1927 he was appointed national manager of the Atwater Kent radio auditions which started many a then unknown singer on a successful career. Meanwhile, he pursued his studies at George Washington U. and was graduated in 1929.

By 1932 the Atwater Kent auditions had become a near-institution in U. S. radio, largely due to the industry of Mr. Thomas, and he felt it possible to leave them to other hands. Resigning as manager, he entered Harvard U. to take a master's degree in business administration.

Upon graduating from Harvard business school in 1934, he joined the H. W. Kastor Advertising Co., of Chicago, as manager of the radio department, and a short time later went to WOR in sales promotion.

He was promoted to sales manager of the station in 1937. WOR sales have tripled in the nine years since then.

A year after he was appointed to his present position, he was introduced in Cleveland to Sunny Maxwell, a young woman advertising executive of a publishing house, and suddenly found himself talking of things other than business. They were married in 1939.

Although there has since been little diminution of his business activities, Mr. Thomas is justifiably proud of his private life. The arrival of his son, Bruce, four years ago, provided him with a new and exciting interest. Pictures of Bruce and Mrs. Thomas continue to multiply in the sales manager's pleasant WOR office.

Club Member

Mr. Thomas, who retains membership in the Harvard Club, Theta Delta Chi, Sales Executive Club of New York, National Press Club and Pi Delta Epsilon, national journalistic fraternity and is active in numerous civic organizations (he was chairman of the city's War Activities Council), finds his greatest interest in his wife and son.

Not long ago he took young Bruce on a sentimental journey to Frederick, Md., where Mr. Thomas was born on Jan. 12, 1903, in a house "not far from the place where Barbara Fritchie waved her flag."

Mr. Thomas remembers that in his own boyhood the grand niece of the sturdy woman who saved the American flag when Confederate troops occupied the town showed him the flag which Barbara Fritchie waved and told him the history of it. Mr. Thomas introduced his son to the grand niece, Miss Eleanor Abbott, who is now 76.

Mr. Thomas was silent for a moment. "You know," he said, "she always listens to WOR. Our signal reaches Frederick perfectly."

New Russian Stations

CONSTRUCTION of new transmitting stations by the Russian Radio Commission in Moscow, Leningrad, Riga, Lvov, Minsk, Krasnoyarsk, Simieropol and other towns this year, was revealed by Communications Minister K. Sergeichuk in a "Radio Day" broadcast May 7. More than 3,000,000 radio receivers will be manufactured in Russia under the new five-year plan, he said.

Upcoming

May 13: RCA Victor 1946 Radio Parts Conference and Show, Stevens Hotel, Chicago.

May 13-14: NAB 1st District, Statler Hotel, Boston.

May 14: NAB Wisconsin News Clinic, Loraine Hotel, Madison.

May 14: Radio Day at Meeting of League of American Pen Women, Willard Hotel, Washington.

May 15: Women's Natl. Radio Committee Awards, Hotel Biltmore, New York.

May 16: Hearings on WBAP, KGKO, WFAA License Renewals and KGKO Assignment of License, FCC Hqtrs., Washington.

May 16-17: NAB 3d District, Bellevue Stratford Hotel, Philadelphia.

May 16-17: American Marketing Assn. National Conference, Hotel Statler, Boston.

May 17: NAB Minnesota News Clinic, Nicollet Hotel, Minneapolis.

May 18: Annual Spring Conference of Radio Council of Greater Boston, Boston U. College of Business Administration, Boston.

May 21-22: RMA Labor Seminar, Hotel Pennsylvania, New York.

May 23-24: NBC Southeastern Affiliates Meeting for Program and Production Managers, New York.

May 26-29: 42d Annual Convention and Advertising Exposition, Advertising Federation of America, Hotel Schroeder, Milwaukee.

May 27-30: 12th Annual Meeting of Canadian Assn. of Broadcasters, Chateau Frontenac, Quebec, Que.

(FCC Hearing Schedule This Week, see FCC Actions Page 103)

CONTRACTS SIGNED BY NBC SPOT SALES

SEVEN new contracts and one renewal have been signed during the past week by eight companies with stations serviced by the NBC Spot Sales Department, New York, totaling 793 one-minute announcements, 494 station breaks and 78 participations.

Bridgeport Brass Co., Bridgeport, on May 6 for 13 weeks started participations in the *Shopping Circle* on KDKA Pittsburgh. Agency: Hazard Advertising, New York. Canada Dry Ginger Ale Inc., New York, May 3 to Sept. 13, has placed participations on KDKA's *Home Forum*. Contract was placed through J. M. Mathes Inc., New York. Lyk-Nu Co., Pittsburgh, has started spot announcements for 13 weeks on the same station through Bo Bernstein, Pittsburgh.

Wildroot Co. Inc., Buffalo, has started announcements for 13 weeks on WMAQ Chicago, through BBDO, and the Bell Telephone Co. of Pennsylvania has purchased 39 announcements on KYW Philadelphia for 13 weeks through Gray and Rogers, Philadelphia. Chrysler Corp., Detroit, has contracted for 26 station breaks on KYW Philadelphia for 13 weeks placed through BBDO, New York while the Ethyl Corp., New York (Ethyl Cleaner), has started spot announcements for 52 weeks on WTAM Cleveland through BBDO.

Potter Drug & Chemical Corp., Malden, Mass. (Cuticura soap and ointment), renewed its spot announcements for 52 weeks on WRC Washington through Atherton & Currier Inc., New York.

IN BUSY SOUTH BEND THEY'RE

EARNING MORE—

SPENDING MORE—

LISTENING MOST—TO WSBT

Buying income goes higher and higher and retail sales smash wartime records—in the South Bend Market, where most people listen, most of the time, to WSBT—

COLUMBIA NETWORK

960 KC
1000 WATTS

Paul H. Raymer Co., National Representatives

BROADCASTERS TO BUY

GENERAL ELECTRIC *FM Transmitters*

——the transmitters with the Phasitron Circuit

WTAG
Worcester, Mass.

WOKO
Albany, N. Y.

KGBS
Harlingen, Texas

WFBL
Syracuse, N. Y.

SUPREME BROADCASTING COMPANY, INC.
New York, N. Y.

CENTRAL NEW YORK BROADCASTING CORP.
Syracuse, N. Y.

KFMB
San Diego, Calif.

KFXD
Nampa, Idaho

KATE
Albert Lea, Minn.

ONEONTA STAR, INC.
Oneonta, N. Y.

CORNING LEADER, INC.
Corning, N. Y.

COSHOCTON BROADCASTING CO.
Coshocton, Ohio

ATHENS MESSENGER
Athens, Ohio

KFJZ
Fort Worth, Texas

KDNT
Denton, Texas

WTRY
Troy, N. Y.

JOSEPH M. VIANA
Woonsocket, R. I.

OWENSBORO BROADCASTING CO.
Owensboro, Ky.

THE DEMOCRAT PUBLISHING CO.
Durant, Okla.

WRRF
Washington, N. C.

KRBC
Abilene, Texas

KFXM
San Bernardino, Calif.

TRANSCRIPT PUBLISHING ASSN.
North Adams, Mass.

CLAREMONT EAGLE, INC.
Claremont, N. H.

BECKLEY NEWSPAPERS CORP.
Beckley, W. Va.

STATION CONSTRUCTION BY THE BROADCASTERS LISTED HERE IS SUBJECT TO THE ISSUANCE OF CONSTRUCTION PERMITS BY THE FCC.

* For the FIRST 25, see BROADCASTING, April 8
For the SECOND 25, see BROADCASTING, April 15

Have you placed your order yet?

Electronics Department

GENERAL ELECTRIC

160-619-6914

Syracuse 1, N. Y.

MR. and MRS. . . . . .

It takes two to make an argument. There's no argument, however, over the popularity of the "Mr. and Mrs." show heard each Sunday afternoon at 2:30 over WGN.

The rating history of this program is convincing proof of what can be done locally by combining an entertaining program and WGN. "Mr. and Mrs.," sponsored by the Sealy Mattress Company, started out in November of 1945. Its first Hooperating was a very respectable 4.7 . . . subsequent ratings have been 5.4, 6.2, 7.9 and 8.4.

This is further proof that a radio advertiser covers the nation's second richest market best with a good show on WGN.

A Clear Channel Station . . . . . .
Serving the Middle West

WGN

CHICAGO 11
ILLINOIS
50,000 Watts
720
On Your Dial

MUTUAL BROADCASTING SYSTEM

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast: Edward S. Townsend Co., Russ Building, San Francisco, Cal.

MANAGEMENT

PAUL WAGNER, manager of WPAY Portsmouth, Ohio, and his secretary, **ULDENE DUTIEL**, have announced their engagement. Miss Dutiel also is heard on several WPAY programs.

WILLIAM S. PALEY, CBS board chairman, has been appointed a vice chairman of the Community Committee of New York on behalf of the United Jewish Appeal.

DAVIDSON DUNTON, chairman of the board of governors of Canadian Broadcasting Corp., May 7 received the honorary degree of Doctor of Social and Political Sciences at Laval U., Quebec. Proceedings were broadcast on CBC French network.

WILTON E. COBB, general manager of WMAZ Macon, Ga., May 13 confers with John E. Drewry, dean of the School of Journalism, University of Georgia, on plans for Georgia's first radio institute scheduled November 21-22.

CARLETON D. SMITH, general manager of WRC Washington, May 7 was elected director of the Washington Advertising Club for 1946-47.

SIDNEY N. STROTZ, vice president of NBC Western Division, has received citation message from Dr. Frank E. Adair, president of American Cancer Society, for his services in conjunction with fund-raising campaign.

WAYNE COY, assistant to the publisher of the Washington Post and general manager of WINX Washington, owned by the paper, received the honorary degree of doctor of letters May 5 from Franklin College, Franklin, Ind.

VIRGIL EVANS, manager of WDLP Panama City, Fla., before service in the Army, has been appointed assistant manager and program director of WTMC Ocala, Fla.

GEORGE T. SHUPERT, assistant to the president of Television Productions, New York, is in Hollywood to confer with **KLAUS LANDSBERG**, West Coast director of organization, a Paramount subsidiary.

TED and **DOROTHY THACKERY**, holding controlling interests in KLAC Hollywood, KYA San Francisco, WLIB Brooklyn, and publishers of the New York Post, are to attend FCC television hearings in Los Angeles on May 20 and also check operations of their West Coast properties.

LESLIE JOY, general manager of KYW Philadelphia, has accepted in behalf of station and employes the U. S. Treasury Dept., Official Commendation for support of Treasury's pay roll savings plan.

ART KIRKMAN, vice president of KOIN Portland, Ore., has been presented an original wall photo mural of scenes in the state. Mural is gift of First National Bank of Portland. During his 18 years with KOIN, Mr. Kirkham has boosted Oregon both on the air and off and is recognized as a leading figure in campaign to preserve, protect and promote state's scenic assets. Presentation ceremonies were broadcast.

ROBERT C. COLESON, manager of the NAB Hollywood office, has been awarded distinguished service citation and silver medal by U. S. Treasury Dept. for work on war bond campaigns.

WHITE RESIGNATION ANNOUNCED BY CBS

Mr. Church

Mr. White

RESIGNATION of Paul W. White, who for the past 12 years has been Director of News Broadcasts at CBS and who won this year's Peabody Award for "outstanding reporting of the news," was announced last week by Edward R. Murrow, CBS Vice President and Director of Public Affairs.

The network announcement of Mr. White's resignation reported that he was retiring to write a book based on his 25 years of newsgathering.

Wells Church, who has been Mr. White's assistant, was appointed Acting Director of News Broadcasts pending the selection of a permanent replacement for the veteran.

Mr. White joined CBS in 1930 after nearly 10 years of news reporting for the United Press and the New York *Evening Bulletin*. After two years of service as a publicity writer at CBS, he became publicity director for the network. He was appointed Director of News Broadcasts in 1936.

Mr. Church is also a veteran newspaperman, having begun his career on the *Cleveland Press* in 1922. He has worked on newspapers in Chicago, Youngstown, O., and Cincinnati, and for the United Press in New York and Washington, D. C. Before joining CBS, in 1931, as the network's Washington publicity director, he was associated with the Washington bureau of the New York *Herald Tribune*.

Mr. Church served as radio director of the Republican National Committee in 1936 and 1940 and was the party's assistant campaign director in 1944. In 1941 he became an advisor to the British Broadcasting Corp. in England and later returned to the U. S. to become radio program director for the Coordinator of Inter-American Affairs. He rejoined CBS in March, 1945.

New ABC Outlet

NEW STATION in Charleston, W. Va., now under construction and call letters of which have not been assigned, about October 1 joins ABC as a basic supplementary station, bringing total number of ABC affiliates to 205. Joe L. Smith Jr., owner of WJLS Beckley and president of WKWK Wheeling, W. Va., is president of the station which will operate with 1000 w on 950 kc, and John P. Gelder, former commercial manager of WKWK, is station manager of new ABC affiliate.

COMMERCIAL

RALPH MILLER has been appointed sales manager of KCRA Sacramento, Calif. For 5½ years he has been with WKY Oklahoma City as sales manager. For previous 14 years he was advertising manager of the Farmer - Stockman, Southwest farm paper. Before joining Oklahoma Publishing Co. Mr. Miller had been with Campbell-Ewald Co., Detroit, as director of the media department.

Mr. Miller

WILLIAM UNDERWOOD, formerly with WEIM Fitchburg, Mass., has joined WHOM New York as salesman covering New Jersey territory.

OLIVE JOHNSON, supervisor of commercial traffic at WTIC Hartford, Conn., has returned to the U. S. after a year of service in Rome with the American Red Cross. She returns to WTIC next month.

HERBERT V. ANDERSON, WEAF New York account executive, has accepted an invitation from Commdr. William Vrooman to serve on the radio advisory committee of the second joint service and induction area of the Navy to aid in the Navy's recruiting drive.

FRANK CROWTHER, commercial manager of WMAZ Macon, Ga., is in New York for conferences at The Katz Agency, station's representative.

JOHN E. PEARSON Co., Chicago, plans to move to larger quarters at 360 N. Michigan Ave. Offices have been the executive quarters of H. W. Kastor & Sons.

CHARLES MORIN, CBS West Coast sales manager, is on a two-month leave because of illness. **ARCH MORTON**, KNX Hollywood sales manager, has taken over duties during his absence.

JACK ANTHONY, formerly of CKRC Winnipeg and CKNW New Westminster, B. C., has joined the commercial staff of CKEY Toronto.

KXLR Little Rock, Ark., has appointed Joseph Hershey McGillvra Inc., as national representative.

FORJOE & Co., New York, has opened new West Coast office at 976 Chestnut St., San Francisco, and has moved Hollywood office to 403 Eighth St., Los Angeles. **LAWRENCE KRASNER**, Hollywood manager, now heads both offices.

REINALD WERRENRATH Jr., director of sales for Balaban & Katz Chicago television station WBKB, May 2 in an address before a luncheon meeting of the Indianapolis Advertising Club, advised advertisers to establish themselves early in television to insure broadcast time. He pointed out that there will not be as much time available to the advertiser in video as there is in standard radio.

Sponsor to Decide

DECISION as to whether *The Westinghouse Program*, Sun. 2:30-3 p.m. on NBC, with John Charles Thomas, will remain on the air in spite of present strike situation, will be made about June 1 when Westinghouse Electric & Manufacturing Co. must give 30-day notice of cancellation or renewal. Agency is McCann-Erickson, New York.

Two Join Mutual

WIRA Fort Pierce, Fla., and WPUV Pulaski, Va., effective May 15 join MBS, bringing network's total affiliates to 303. WIRA, which joins as a bonus station, operates with 250 w on 1400 kc and is owned by the Indian River Broadcasting Co. WPUV, operating with 250 w on 1200 kc, is owned by Southwest Broadcasting Co.

NOW VOYAGER

Yesterday the internationally known French conductor-composer, Alexandre Tansman, left Los Angeles to return to his native Paris after five years in America. To Mr. Tansman, his wife, Colette, and to his two small daughters, Station KFI wishes *bon voyage* and expresses the deepest gratitude for the composer's service as a member of the panel of Jurors on the "KFI-HOLLYWOOD BOWL YOUNG ARTISTS COMPETITION" for two consecutive years. Alexandre Tansman, who ranks among the first ten contemporary composers, devoted his time without compensation to this public interest program series on KFI. Purpose of "THE YOUNG ARTISTS COMPETITION," as you know, is to encourage young instrumentalists by presenting them in air concerts each Monday evening at 9:30 p.m. and to offer the winning artist a concert debut with Leopold Stokowski in Hollywood Bowl. We were happy to learn that, at the invitation of Artur Rodzinski, Mr. Tansman will return to the U. S. next spring to conduct the New York Philharmonic Orchestra.

EARLY MORNING HIT

Doin' right well in the 5:45 to 6:00 a.m. spot on KFI is short and husky BUCK NATION. To his own guitar accompaniment, BUCK sings a variety of favorite western and folk tunes. Included are many of his own which have been published by Peer International.

CLEAR CHANNEL
640 KILOCYCLES **KFI** 50,000 WATTS
Earle C. Anthony, Inc.
NBC for LOS ANGELES
Represented Nationally by Edward Petry and Company, Inc.

RENEWALS

are just another way of saying...

SCORES WITH PROFITS!

When an advertiser uses a station the first time it could be **a tryout.** When that advertiser keeps the station in his lineup year after year —that means the station **scores with profits.** Over 40 regional and local advertisers (**not** including network advertisers) have renewed use of KXOK from 2 to 7 consecutive years. No wonder more and more leading advertisers are putting their OK on KXOK.

• 630 KILOCYCLES
• 5,000 WATTS
• FULL TIME

Owned and Operated by The St. Louis Star-Times.

For complete details, call a JOHN BLAIR representative

JOHN CRANDALL, released from the Army and assistant business manager of the Kudner Agency, has been placed in charge of all media at Sherman & Marquette, New York. He previously had been media buyer for Benton & Bowles.

NEAL D. IVEY Adv., Philadelphia, moves to new quarters in the Architects Bldg., 17th and Sansom Sts.

MICHAEL STIVER, manager of the Argentine operations of J. Walter Thompson Co., was to arrive in New York May 10 for a six-to-eight week visit.

DOYLE OSMAN, formerly an associate of Dean Simmons Adv., Hollywood agency, has joined The Mayers Co., Los Angeles, as account executive.

KEN BURTON, discharged from Navy, has returned to Hollywood staff of Benton & Bowles to take over production of five weekly ABC "Glamour Manor." He replaces **TOM McDERMOTT,** who returns to agency's New York office in June following program's summer layoff. Mr. McDermott will produce "Glamour Manor" summer series from New York.

ADRIAN R. MacFARLAND has joined Cummings Adv., Oakland, Calif.

JIM McCORMICK, discharged as lieutenant from Army after five years and former account executive of Associated Adv., Los Angeles, joins The Mayers Co., that city, as radio director.

CARL STANTON, radio account executive of Dancer-Fitzgerald-Sample, is in Hollywood to complete arrangements for switch May 13 of CBS "Jack Smith Show" from New York to West Coast for four weeks.

STANLEY CARR, formerly an account executive at William G. Seidenbaum & Co., New York, has joined Friend-Sloane Adv., New York, in same capacity.

ALFRED L. PLANT, after service as a major in the Army and former advertising manager of Mayflower Doughnut Corp., New York, has joined Federal Adv., New York, as assistant account executive.

GEORGE ELLIOTT Adv., New York, formerly located at 152 W. 42d St., has moved to larger quarters at 515 Madison Ave.

PHILIP J. KELLY, former vice president and general sales manager of Carstairs Bros. Distilling Co., New York, May 15 joins Lennon & Mitchell, New York, as vice president and member of the board of directors.

HARRY E. WARREN, former advertising sales promotion manager of Hotpoint Electrical Appliance Division of Edison General Electric Appliance Co., Chicago, is new manager of the New York office of Ralph H. Jones Co.

M. VIRGINIA DOHERTY, former continuity writer with WNBC Hartford, Conn., has joined the copy writing staff of Geare-Marston, Philadelphia.

McDONOUGH - LEVY - WAGENMAN, Cleveland, new advertising agency, has been opened at 2077 E. Fourth St. **FRANK T. McDONOUGH,** former vice president and account executive of Beaumont & Hohman, is president. **BERNARD M. LEVY,** vice president, is former advertising manager of Industrial Rayon Corp. **CARL E. WAGENMAN,** secretary-treasurer, previously had been account executive with Fuller & Smith & Ross.

ROBERT A. CLAIR, formerly in the advertising department of Sachs Quality Stores, New York, has joined Lancaster Adv., New York, as account executive.

JOHN E. ANDERSON, formerly with M. H. Hackett Co., and **OSCAR L. SHELLEY,** out of Army, have joined the production staff of O. S. Tyson & Co., New York.

ROBERT MUCKS, manager of Hollywood publicity department of Young & Rubicam, has resigned. **MILTON SAMUEL,** agency West Coast publicity director, assumes duties handled by Mr. Mucks.

W. J. FUCHS, released from the Army as lieutenant colonel, has returned to Anfenger Adv. as account executive in St. Louis office of agency.

WILLIAM M. HOLLAND, formerly with WBIG Greensboro, N. C., has been named radio director and account executive of Allen Krohn Co., that city.

EDWIN PARKIN, formerly with Seidel Adv., has been named vice president and account executive of J. R. Kupsick Adv., New York.

SID BRENNER, former copy chief and publicity director of Turco Products Inc., Los Angeles (food products), has been made assistant manager of Conners & Co., Hollywood.

ROLAND ISRAEL has resigned as advertising director of J. M. Korn & Co., Philadelphia, to join Brown Adv., that city, as executive director. He had been with Korn & Co. for six years.

Agencies

JOHN JACKSON, released by the Army, has returned to the copy department of Benton & Bowles, New York.

EDWARD AARON DAVIES has resigned as vice president in charge of sales at WIP Philadelphia and has become a general partner of Strauss Assoc., Philadelphia. He had been with WIP off and on for nearly 25 years.

Mr. Davies

BASS-LUCKOFF of Hollywood has opened offices at 6000 Sunset Blvd. as West Coast associate office of Bass - Luckoff and Wayburn, Detroit. Manager is **LOUIS BASS.** Telephone: HOllywood 6857.

MILTON BRAY, Army veteran, has rejoined the media department of Benton & Bowles, New York. **DAVID BURT,** out of Navy, rejoins agency publicity department. **ROBERT FASELT,** also with Navy, returns to checking department.

JOSEPH DUNN has been elected vice president of Buchanan & Co., New York. Mr. Dunn has been with the agency for 10 years in creative and executive capacities. He is chairman of agency's operating committee.

LESTER "L" WOLFF, president of Lester "L" Wolff Inc., New York, conducts lectures on radio advertising and related subjects twice weekly at New York U.

EDWARD HOBLER after service with the Navy has returned to Benton & Bowles, New York, assigned to work on the Prudential Insurance account.

WILLIAM L. RINDFUSS after service in the Navy has joined Lee-Stockman, New York, as account executive. Before entering service Mr. Rindfuss was advertising manager of The Emporium, department store in St. Paul, Minn.

CARROLL O'MEARA, after nine years with Young & Rubicam, Hollywood, where he was account executive and former business manager, has resigned to freelance as writer-producer.

C. L. MILLER Co., New York and Chicago, has established Hollywood offices at 6701 Sunset Blvd. **HOWARD WORDEN,** formerly of Young & Rubicam, is manager. Hollywood office will concentrate on radio and research as well as handle advertising for independent film production units.

LESTER HANNAH Co., San Francisco, has moved to new and larger offices at 690 Market St.

JOHN FREIBURG, head of John Freiburg & Co., Los Angeles, currently is in New York in interest of Gallo Wine Co. account serviced by that agency. He returns to West Coast in mid-May.

THE TULLIS Co., Los Angeles, has opened San Francisco offices at 519 California St. with **ELSIE BENNETT** as manager. Telephone is Exbrook 4322.

CAMPBELL BEAUMONT, released from Navy, has rejoined Beaumont & Hohman, Los Angeles, as account executive.

ROBERT TEMPLE, vice president and account executive of Raymond R. Morgan Co., Hollywood, is in Wilkes-Barre, Pa., conferring with advertising executives of Planters Nut & Chocolate Co. He will contact New York agency clients before returning to his West Coast headquarters in mid-May.

TED STEELE, newly appointed vice president in charge of West Coast operations for Benton & Bowles, following New York conferences returns to his Hollywood headquarters on Aug. 15.

RALPH DONAHUE, ex-serviceman, has joined Robert F. Dennis Inc., Los Angeles, as account executive.

NORMAN BLACKBURN, Hollywood manager of J. Walter Thompson Co., is currently on two-week trip with stops at Elgin, Ill., Chicago and New York to coordinate summer replacement plans insofar as they affect West Coast operations.

SAM GODFREY, formerly copywriter of Harry J. Brinkman Adv., Los Angeles, has joined Dan B. Miner Co. in similar capacity.

GOLDMAN & GROSS, Chicago, has taken additional space on the fourth floor of the LaSalle-Wacker Bldg. to house its client service department.

F. CLIFFORD ESTEY has resigned as manager of the Chicago office of Melamed-Hobbs and is succeeded by **HAROLD C. LEWIS,** with organization since last November.

EDWARD I. FESSLER, former advertising manager of Pierce Watch Co., New York, has joined Lester Harrison Inc., New York, as an account executive.

PAUL GERHOLD after service with the armed forces and former research account supervisor at Lord & Thomas, Chicago, has joined the consumer research division of Stewart, Brown & Assoc., New York.

JOHN W. DeWOLF after service in the Army and former account executive with Fuller & Smith & Ross, Cleveland, has joined G. M. Basford Co., New York, as account executive.

THOMAS PATRICK McMAHON, former director of public relations, McCann-Erickson, New York, has been appointed vice president in charge of public relations of Federal Adv., New York.

RICHARD B. HENNE, who served as an intelligence specialist overseas and is former vice president and account executive of Evans, Nye & Harmon, industrial agency, has joined the copy

(Continued on page 66)

"We'll sell right from the truck driver, this stuff is advertised on WGAC in Augusta." WGAC Augusta, Ga.

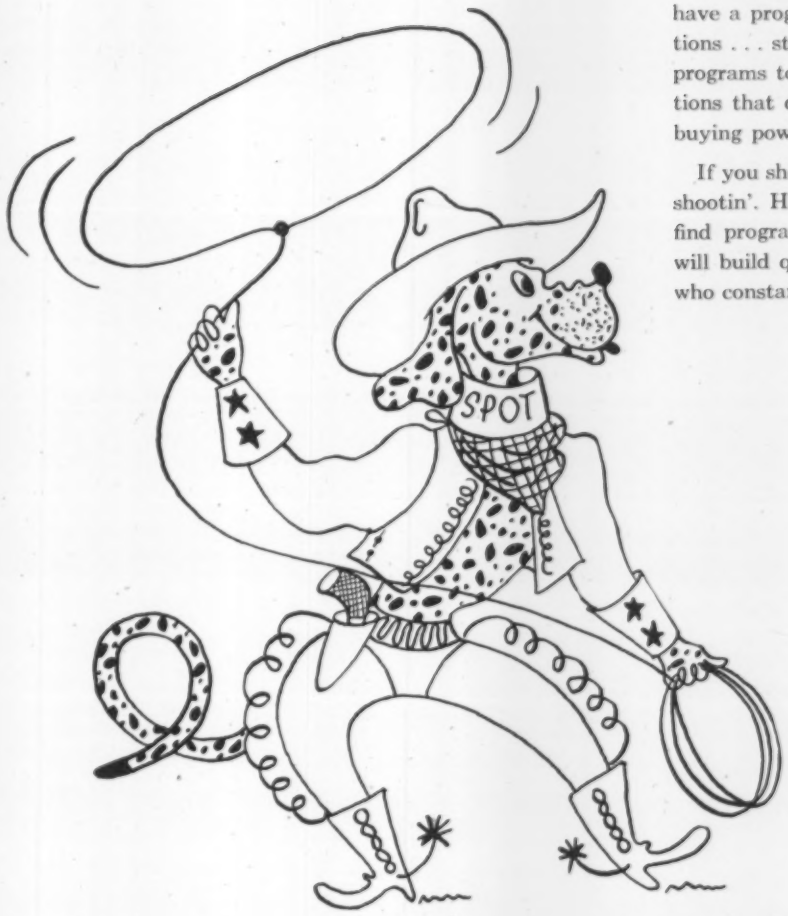
Time Buyers!

"Spot" HAS A GOOD STEER...

TOO GOOD TO MISS!

● Right *now*—as you are reading this—"Spot" has several top-notch programs available. They won't be open long—they'll be snapped up fast—but if you act quickly chances are you can rope one for your product and have a program on all, some or one of these 11 great stations . . . stations that broadcast the nation's top-ranking programs to 55% of the radio homes in the U. S. . . . stations that dominate 11 of America's great markets where buying power is 34.2% higher than the country's average.

If you should miss out on these availabilities, don't start shootin'. Hold your fire and call on "Spot" to help you find programs that are equally good . . . programs that will build quickly and surely a large audience of listeners who constantly demonstrate a willingness to spend.



WEAF	New York
WBZ & WBZA	Boston, Springfield
WGY	Schenectady
KYW	Philadelphia
WRC	Washington
KDKA	Pittsburgh
WTAM	Cleveland
WOWO	Ft. Wayne
WMAQ	Chicago
KOA	Denver
KPO	San Francisco

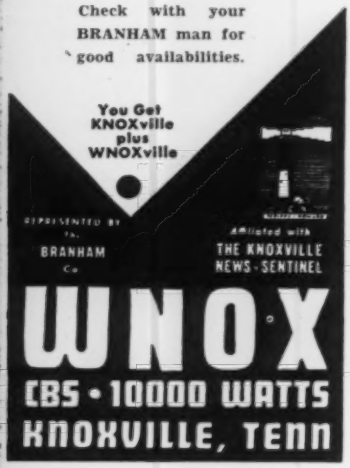
NBC SPOT SALES

New York, Circle 7-8300 . . . Chicago, Superior 8300 . . . San Francisco, Graystone 8700
Washington, Republic 4000 . . . Cleveland, Cherry 0942 . . . Hollywood, Hollywood 6161
Denver, Maine 6211 . . . Boston, Hancock 4239

WNOX

powered and programmed for profitable sales in the "buying powerful" markets of Knoxville and East Tennessee.

Check with your BRANHAM man for good availabilities.



WTAR

Norfolk, Va.

Wildroot Cream Oil

New
New York Office
475 Fifth Ave.

SAN ARTHUR B CHURCH PRODUCTION

Hotel Pickwick, Kansas City 6, Mo.

DICK WANGERIN has been appointed chief announcer of WGL Fort Wayne, Ind. Before entering AAF in 1942 he was with KFUO St. Louis.

LES SAND, who left WNOX Knoxville, Tenn., last year to join WDAD Indiana, Pa., has returned to WNOX as m.c. of afternoon "Club 99" record program.

TOMMY DAVERON, WWRL Woodside, N. Y., disc jockey, has been signed for vaudeville appearances on the RKO theatre circuit in New York City.

DINAH SHORE star of her own show on NBC, sponsored by General Foods Corp. for Birds Eye Frosted Foods, unanimously has been voted to receive the American Legion Cinema Post No. 561 (Los Angeles) Distinguished Service Award in recognition of her wartime services.

JAMES M. DOYLE after service with the AAF and formerly with the San Francisco Call Bulletin, has joined the continuity acceptance division of WOR New York as editor.

MARTIN HOADE, formerly a news editor in the NBC news and special events department, New York, has joined the NBC television department as a program assistant to the director of special features. Joining the network in 1933, Mr. Hoade served successively in the music and news and special events departments, and returned to the network last October after three years in the AAF.

JACK FRASER, ABC news writer, is recovering from a broken hip in Roosevelt Hospital, New York. He suffered a fall last week in one of Radio City's corridors.

TOMMY GREENHOWS, announcer at KGO San Francisco, is the father of a girl, Susan.

BERT LIBIN, script writer, has been added to staff of WWDC Washington. Released from the Army in March, he had been with Special Services public relations office.

W. GORDON SWAN, program manager of WBZ Boston and WBZA Springfield, Mass., has been commissioned "Admiral of the Flagship Fleet" by American Airlines in recognition of his consistent service to increase public use of air transportation.

FRED REITER has resumed duties on WFLA Tampa, Fla., announcing staff after three years' service as radio operator aboard Army transports.

ANDY CHRISTIANS, former actor and stage producer, has joined WBBM Chicago as writer and producer. Radio experience includes assignments with New London and Hartford, Conn., stations.

JOHN W. CHEREST has been named assistant program director of WCAU Philadelphia. He was formerly with ABC.

FRANK LUTHER, currently heard on Decca recordings of children's nursery rhymes and records for young school-age children, on May 12 became director of children interest programs at WNEW New York and on that date started his own program, "Children's Corner," on WNEW, Sun. 9:35-10 a.m.

RALPH K. MADDOX, program supervisor of WFAA Dallas, Tex., has been presented the War Dept. Certificate of Appreciation for his service during the war years. He produced and aired weekly broadcasts from area general hospitals.

JOHN E. GAUNT, Navy commander and for a year and a half executive officer of the naval unit of AFRS Hollywood, has been released from service and is returning to NBC in New York. He will begin indoctrination into latest television technique at NBC headquarters and then return to the television section of NBC Washington to develop that facility. Before entrance into Navy four years ago Mr. Gaunt was senior producer at NBC Washington.

Mr. Gaunt

HAZEL KENYON MARKEL, director of education and community service at WTOP Washington, D. C., and **ELINOR LEE**, director of women's programs for WTOP, have received special certificates from the American Red Cross for their services during the war period.

CARL GREYSON and **JOHN WOOLF**, both lieutenants in the Navy, have been released from service and have returned to the announcing staff of KSL Salt Lake City.

SID DIMOND, East Coast freelance writer released from the Navy, has joined WMUR Manchester, N. H. In service he was with AFRS public relation in Hollywood.

CARL ROTH Jr., former newswriter-commentator at WLW WSAI WKRC, all Cincinnati, has joined the continuity and news departments of KXEL Waterloo, Iowa, following release from the Navy as seaman and combat correspondent aboard heavy cruiser USS Pensacola in the Pacific.

JACK CALLAGHAN, WGN Chicago announcer, is the father of a girl, Patricia Lee.

EDWARD S. MILLS Jr. and **E. ROGER MUIR**, both released from Army, have joined the production division of NBC Television Dept., New York. Mr. Mills, who was in the Army for four years where he served as chief writer for the Army-Navy Screen Magazine, is author of "Cook Book of Politics," a book which is scheduled for publication in October. Before joining the service, Mr. Muir was a cameraman and film editor for the Great Northern Railway and was also one of the officers of the Minnesota Advertising Service Co.

BILL TAYLOR, production supervisor at WOR New York, is the father of a girl, Linda Greer, born May 1.

WALTER TETLEY, who portrays LeRoy on NBC "Great Gildersleeve," has been signed as producer of "Starshots" program on KMPC Hollywood. Sponsor is Be-Wise Products Co., Los Angeles (cosmetics). Irving Eckhoff Adv., Los Angeles, has account.

BOB CARROLL has been assigned Hollywood writer on ABC "Bill Thompson Show."

LYMAN K. SMITH, recording director of KFI Los Angeles, has been elected president of Hollywood Junior Chamber of Commerce.

CHRIS CUNNINGHAM, released from service with the AMY radio station at Okinawa, has returned to WPAT Paterson, N. J., as a staff announcer.

GORDON WILLIS, announcer of KQW San Francisco, is the father of a boy.

DEANE STEWART, discharged from the Army, has rejoined KQW San Francisco as announcer.

ALICE LLOYD, assistant to **ADELAIDE HAWLEY** when Miss Hawley was WEAF New York woman's commentator, has joined CBS as assistant to **NORMAN CORWIN**, writer-producer.

LEW LOWRY, released from AAF, has been appointed program director of WSAM Saginaw, Mich. New announcers at station are **HOWARD FINGER**, **FRED KRELL** and **FLOYD CLARK**.

ROBERT J. McBRIDE, former writer on Washington syndicated programs, is new addition to the announcing staff of WPIK Alexandria, Va. **HOWARD SEVERE**, announcer at WIBC Indianapolis, has joined WPIK as has **TONY HOWARD**, former announcer at WMAL Washington and WNEW New York.

CRAIG LOWE is now member of the announcing staff of WTMC Ocala, Fla. **DON NAYLOR**, production manager of WGST Atlanta, Ga., is the father of a boy, Raymond Laurence.

GAYNE WHITMAN has been assigned commercial announcer on weekly "The Main Line" on 39 Don Lee Pacific stations. **TED VON ELTZ** is narrator, with **BOB NYE** producing for Foote, Cone & Belding, Hollywood agency servicing Southern Pacific Co. account, sponsor.

KEITH FOWLER, writer on "Burns & Allen Show," has been assigned in similar capacity on NBC "Meredith Willson Show."

DICK FISHELL, former sportscaster of WHN and WMCA New York, has started five weekly interview program "Sports Final," on KFWB Hollywood.

JIM HAWTHORNE, announcer of KMYR Denver, has switched to KXLA Pasadena, Calif.

ALUN WILLIAMS, assistant educational director of KYW Philadelphia, participated in the Vocational Career Conference sponsored by Phoenixville (Pa.) High School.

RICHARD W. CAUFFMAN, former sports commentator for WTEL Philadelphia, is now teaching a 10-week course on radio broadcasting at the School of the Theater, Philadelphia.

JAMES McCANN, announcer at KYW Philadelphia, and **MILDRED BROWN** of Wellman Adv., Philadelphia, are to be married in June.

JOYCE O'NEILL, formerly conductor of a homemakers program on WIP Philadelphia, has joined WRNL Richmond, Va., and is presenting five-weekly quarter-hour sustaining women's feature program.

ALBERT V. COLE, former assistant manager of NBC television promotion, has been appointed production assistant in the field programs division of the NBC television department. Previously promotion manager of WRC Washington before joining NBC television headquarters in October, 1945, Mr. Cole served as a bombardier in the AAF during the war. Before joining NBC, he was a member of the Washington editorial staff of BROADCASTING Magazine.

"Hope you don't mind, sir, but one of your WFDF Flint fans thought I was you, sir."

AGENCIES

(*Continued from page 64*)

and contact department of Hixson-O'Donnell Adv., New York.

PHINEAS L. WEBBER Jr., discharged from the Army and former assistant production manager of Pedlar & Ryan, has joined the traffic-production department of Geyer, Cornell & Newell, New York.

A. L. RIVERA, discharged from Armed Forces Radio Service, has joined Donovan & Thomas, New York, as director of radio and television.

C. ALLEN HEENEY, discharged from the RCAF, has returned to Victoria, B. C., to re-open his advertising agency there.

RONALDS ADV., Montreal, has moved to larger quarters in the Keefer Bldg., Montreal, to take care of an expanded radio department under **FRANK STARR**.

JORDAN T. HARGROVE after service in the Navy and former assistant account executive at Arthur Kudner Inc., New York, has joined Kelly, Nason Inc., New York, as account executive.

HENRY J. KAUFMAN, president of the Washington agency bearing his name, was elected president of the Washington Advertising Club May 7 for 1946-47.

HARRY PESIN after four years with the armed forces has been appointed publicity and public relations director of Lester "L" Wolff Inc., New York.

GET ALL THREE!

Stars!

The nation's most popular orchestras, vocalists and novelty groups . . . to send up your ratings, boost your time sales . . . yours in the World Library.

Thanks to World's affiliation with Decca Records, Inc., the World Library brings you the pick of the entertainment world, especially arranged and transcribed for broadcasting. You get the stars of today in the hits of the moment—you bring your listeners the big names they want to hear—just the way they want to hear them.

Programs!

Need new program ideas? World supplies you with 78 complete program continuities a week!

These smartly-paced scripts, conceived by World's own top-flight radio showmen, can be used for sustaining or sponsored programs. A neat, profitable way to get the most out of the tremendous selection offered in the World Library.

Realism!

You'll get the best possible recording for FM broadcasting and *plus* quality for AM broadcasting on World famous vertical-cut transcriptions. World's expert engineers add a third dimension to sound reproduction through Western Electric Vertical Wide Range recording equipment.

Scrupulous attention is given every detail of recording, processing, and pressing. Such painstaking craftsmanship, plus World's greater "know-how," give superior clarity and brilliance—life-like reproduction—to the vinylite discs of the World Library.

Write or wire World Broadcasting System, Inc., 711 Fifth Avenue, New York 22, N. Y.

More Stations subscribe to World Library than to any other similar service.

WORLD LIBRARY

WORLD BROADCASTING SYSTEM, INC.

A subsidiary of Decca Records, Inc.

Builds better programs

NEW YORK • CHICAGO WBS HOLLYWOOD • WASHINGTON

KFAR KEEPS SOURDOUGHS IN TOUCH

Radio 'Mukluk Telegraph' Tells Alaskans —Of Latest News and Emergencies—

IN FORT YUKON, Alaska, 100 yards north of the Arctic Circle, Mrs. Elizabeth Wells had just sat down to supper when a neighbor stormed in and shouted, "Don't eat those potatoes!"

That was the beginning of one of the most unconventional radio programs in American broadcasting.

Emergency Flash

Mrs. Wells' neighbor had been listening to the radio when a voice interrupted with: "Please notify Mrs. Elizabeth Wells at Fort Yukon that she took the wrong potatoes yesterday from the Northern Commercial Company store at Circle City. Those were seed potatoes treated with insect poison and must not be eaten."

That emergency message set one staff member of KFAR Fairbanks pondering: What would have happened if none of Mrs. Wells' neighbors had happened to be tuned in at the moment? There should be set aside a definite period each day for information that thousands of remote trappers, miners and fishermen could get no other way, she reasoned.

Dorothy Ann Simpson took her notion to the management, and the nightly broadcast called *Tundra Topics* was blueprinted. That was two years ago.

Every night for five minutes *Tundra Topics* tells sourdoughs what other sourdoughs are doing. It is not a broadcast—unless you could call a passing friend, who sits a spell in your kitchen, a news commentator. For Dorothy Ann Simpson has harked back to the approach of the gold stampeders' old word-of-mouth "mukluk telegraph."

Miss Simpson, program writer.

Emergency information makes up only a small part of the program. The bulk of the broadcast is folksy stuff: "The family and friends of Jessie Biedermann up at Eagle will be happy to know that she is recovering nicely after an appendectomy performed in Fairbanks today. . . . An old-timer from McGrath, Frank Lange, was flown in yesterday. His dogteam attacked him, and he had to have treatment for severe bites. . . . Another old-timer in Fairbanks was 84-year-old John Ostegaard. He flew in from Napoleon Creek with Alaska Airlines. It was his first trip to town in 44 years. He says he finds a number of changes. . . ."

KVI Veteran

The girl who hatched KFAR's most eagerly-awaited public service feature is a tall brunette from Tacoma, Wash., who steeped herself in history at the College of Puget Sound and wound up reading fashion notes and recipes in a woman's program at KVI.

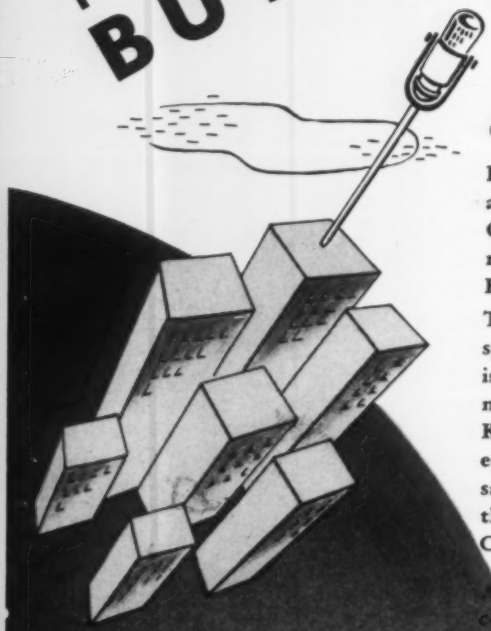
Dorothy Ann writes but does not read *Tundra Topics* on the air. She found out during holiday flying and riverboat trips to outlying settlements in the Yukon and Kuskokwim that many of the "folks out on the creeks" are depending on battery sets—and a man's voice has got more sock when it comes to reception. So Station Manager Al Bramstedt reads *Tundra Topics*.

One of Dorothy Ann's fondest fans is a Canadian prospector named Murdock McCuish. One night while he was panning gold on Matson Creek in Canada's Yukon Territory, *Tundra Topics* told him that his youngest son, Ronald, was heading home for a furlough. A few nights later McCuish heard his name mentioned again. This time he learned that another son, John, and his daughter-in-law, Virginia, had been rescued by American GI's from the Santo Tomas prison camp in the Philippines. Dorothy Ann had got these facts by letter from Corp. A. K. Bond of the Royal Canadian Mounted Police.

Dr. Paul B. Haggland, Deputy Public Health Commissioner for Alaska's Fourth Judicial Division, has come through many times with cures for animal as well as human ailments in remote sections.

There are few places on earth where transportation is more dependent on weather than in Alaska. Snowslides block the railroad. Spring freshets wash out the highway. An airplane takes off on skis; before the pilot reaches his destination a Chinook blows in from the south and his landing strip turns to slush. So the *Tundra Topics* editor tries to keep travelers posted with weather bulletins as well as with gossip and health news.

TO SELL the mass-market
BUYING POWER
of
GREATER KANSAS CITY
(without the rate penalty of out-state coverage)—
hire KCKN



Leaving the surrounding thinly populated farm and small town markets to others, KCKN—and ONLY KCKN—concentrates exclusively on the rich, buying-minded mass market that is Greater Kansas City.

The result of KCKN's policy of programming specifically and exclusively for city listener tastes is that these listeners, who comprise Kansas City's nine hundred million dollar buying power, look to KCKN for the kind of radio entertainment they enjoy. Consequently, when you hire KCKN, your sales message goes straight to a substantial part of the market that counts most—Greater Kansas City's nine hundred million dollar buying power.

All this *without* the rate penalty of outstate coverage!

WIRE OR PHONE YOUR NEAREST CAPPER OFFICE for AVAILABILITIES

KCKN Kansas City

The Voice of Greater Kansas City

BEN LUDY, GENERAL MANAGER, KCKN, KANSAS CITY . . . WIBW, TOPEKA
ELLIS ATTEBERRY, MANAGER, KCKN, KANSAS CITY

CAPPER PUBLICATIONS, Inc.

NEW YORK 17: 420 LEXINGTON AVENUE MOHAWK 4-3280
CHICAGO 1: 180 NORTH MICHIGAN AVENUE CENTRAL 5977
SAN FRANCISCO 4: 1207 RUSS BUILDING DOUGLAS 5220
KANSAS CITY 6: 300 WALTOWER BUILDING VICTOR 3864

Festival Aired

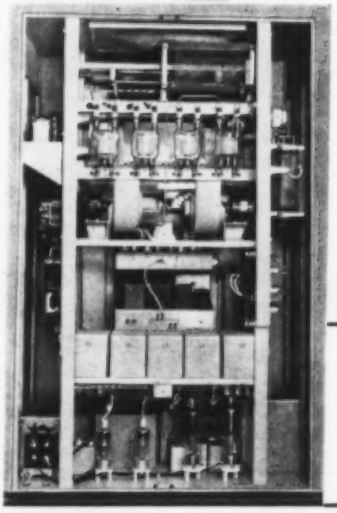
MUTUAL broadcast the 13th annual Radio Choral Festival of the University of Wisconsin from Madison, Wis., May 11 (4-4:30 p.m.) as a special feature of National Music Week.

External Beauty FOR "SHOWMANSHIP"

It will grace any 1000-Watt Broadcasting Station!

Expertly Engineered "Internally" for Performance

THE Gates 1-KILOWATT TRANSMITTER— Has Everything!



...."oomph" and showmanship—thanks to good designing—that makes your station "super" in appearance and impression. But here beauty is more than skin deep. This Unit is engineered for super performance also. A peek inside reveals those modern circuits and mechanical improvements that make the statement, IT HAS EVERYTHING a "built-in" fact. **Write for complete specifications.**

NEW YORK OFFICE: 9th Floor • 40 Exchange Place

GATES RADIO CO.
QUINCY, ILLINOIS

SOLD IN CANADA BY: Canadian Marconi Co., Ltd., Montreal

Exclusive Manufacturers of Radio Transmitting Equipment Since 1922

CONDENSED SPECIFICATIONS

FREQUENCY RANGE: 530 to 1600 K. C.

FREQUENCY STABILITY: Plus or minus 10 cycles maximum.

POWER OUTPUT: 1000 Watts. May be operated as 500 Watt Transmitter. Power reduction for night operation may be incorporated to suit requirements.

POWER SUPPLY: 230 Volts, 60 cycles, single phase —Regulation not to exceed plus or minus 5%.

FREQUENCY RESPONSE: Within 1½ DB. from 30 to 10,000 cycles.

DISTORTION: Less than 3% from 50 to 7500 cycles. 0-95% modulation.

NOISE LEVEL: 60 DB. below 100% modulation.

IN BUFFALO
JUNE 1ST
WKBW
1520 K.C.
GOES
AMERICAN
BROADCASTING
COMPANY
BUFFALO BROADCASTING
CORPORATION
RAND BUILDING, BUFFALO, N. Y.
National Representatives: Free & Peters, Inc.

News

ARTHUR E. MANN, MBS London representative, has been awarded a citation from the Navy, signed by Secretary of the Navy James Forrestal and Rear Admiral H. W. Miller, director of publications, "for outstanding performance and service rendered to the U. S. at war, as an accredited Navy war correspondent." Mr. Mann covered the American landings in North Africa and followed our troops from the Normandy beachheads on to Berlin where he covered the subsequent meeting of The Big Three.

BOB ELSTON, formerly with WJW Cleveland, is now sports director of KXEL Waterloo, Iowa.

ERNEST PETERSON, staff correspondent of WTIC Hartford, Conn., has been named by Mayor Cornelius A. Moyland of Hartford as a commissioner on the Mayor's Emergency Housing Commission. **SID STEWART,** assistant news editor of WTIC, returns to the station after 41 months of service in the AAF.

HARRIS G. BRETH, Hunting and Fishing Club director of KDKA Pittsburgh, has been elected to a full membership in the Wildlife Society. Full membership is by election only and except in rare instances is accorded to scientists and graduate research workers. Mr. Breth was elected for "practical research in wildlife during the past seven years." He conducts quarter-hour Saturday evening wildlife program on KDKA.

E. D. HARVEY, special events director and head of the continuity department of WKY Oklahoma City, has resigned.

IRVING L. MARDER, released from the Army after service in China-Burma-India theatre, has been added to the news staff of WFIL Philadelphia. He formerly had been with the Philadelphia Record and the Philadelphia bureau of UP.

CHARLES COLLINGWOOD, CBS correspondent, and Louise Albritton, screen actress, are to be married today (May 13) in New York.

HELEN FARMER, member of the news staff of WMAZ Macon, Ga., has announced her engagement to Sam Popejoy of Beaumont, Tex. Couple plan to be married in June. Miss Farmer will take several months' leave of absence from WMAZ.

ALICE PRICE, reporter for the Macon (Ga.) Telegraph for four years, has been added to the local news staff of WMAZ Macon.

VANCE GRAHAM, KMPC Hollywood staff writer, has been named station news editor.

MAL HANSEN, released from the Navy as lieutenant and in service since 1943, has been appointed director of newly organized farm service department of WOW Omaha. Before entry into Navy Mr. Hansen was farm director of KRNT Des Moines. At WOW he will present early morning farm show.

Mr. Hansen

CKEY Toronto has added Associated Press and Canadian Press wires to its teletype service. Station also uses British United Press and Press News and keeps a shortwave receiver tuned to Toronto police shortwave station.

DEE BREDIN, who covered European and Pacific wars for OWI, last week left for Europe on special assignment by Mutual to report on food, housing and living conditions. She will visit France, Norway, England, Denmark, Holland and Belgium.

WALTER WINCHELL, ABC news commentator and newspaper columnist, has collected his best humerous stories over the past 25 years in "Gift of Laughter," to be published in September by Simon & Schuster, New York.

JOHANNES STEEL, commentator on WHN New York, plans to enter the primaries of all parties in the 21st Congressional District, New York. He was defeated by a narrow margin last fall when he was the American Labor Party candidate to fill a Congressional vacancy from that district.

JOHN NICHOLSON, program director of WTMC Ocala, Fla., has been appointed director of sports and special events, a new post.

FULTON LEWIS Jr., Mutual commentator, was teamed with Sen. W. Lee O'Daniel (D-Tex.) on the negative side of a debate on "Should the OPA Be Continued Without Restrictions?" on the May 9 broadcast of "America's Town Meeting of the Air" on ABC. Affirmative arguments were presented by Leon Henderson, former OPA director, and William H. Joyce, head of the shoe manufacturing firm, Joyce of Pasadena.

JAMES GANTZ, news room chief of KYW Philadelphia, is observing the activities of the United Nations Council sessions with particular interest, especially those concerning the Hon. Quo Tai Chi of China. Mr. Gantz and Quo Tai Chi worked side by side in 1912-14 as reporters on the old Philadelphia Press.

TED MALONE, ABC commentator, May 3 at invitation of the War Dept., left by Army air transport for Europe where he will spend 10 days doing a series of five broadcasts based upon his observations on the Continent one year after V-E Day.

GORDON McCALLUM, Canadian newspaperman and war correspondent, has joined CJCA Edmonton, Alta., as news editor.

TED SPIELER, after service with the armed forces and formerly with WHBI Newark, has joined WHOM New York as news editor.

Form Radio Club

PAT STANTON, general manager of WDAS Philadelphia, was guest of honor at first get-together of The Mikers, an informal organization of Philadelphia broadcasters. Mr. Stanton was named "Head Miker" and will assume his duties after he returns from his trip to Eire, in about six weeks. Organization will feature dutch treat luncheons with prominent radio personalities in attendance. There will be no formal offices and gatherings will be arranged on an impromptu basis. Men behind new organization at its start were Ralph Minton, promotion director of WIP; Edward A. Davies, vice president and sales director of WIP; Bob Pryor, promotion director of WCAU, and Bill Rambo, promotion director of KYW.

★ HEART OF EASTERN NORTH CAROLINA
BRIGHT LEAF TOBACCO BELT

this WASHINGTON ★ IS IN NORTH CAROLINA

In Case you didn't know!

This Washington, in the heart of Eastern North Carolina, is the home town of WRRF! Also perhaps you didn't know that Eastern North Carolina Bright Leaf Tobacco farmers sold their 1945 crop for over $175,000,000.00.

We want you to know . . . that WRRF serves this market completely . . . a market of over 600,000 population . . . with 6,188 retail stores that do over $100,000,000.00 annual sales volume.

You should know . . . that 67,144 radio homes depend primarily on WRRF for their favorite national and local programs.

Then you will know that WRRF is the only "buy" to cover Eastern North Carolina . . . WRRF will sell your product in one of America's richest agricultural belts . . . So remember WRRF . . . This Washington in North Carolina—and this "as good as gold" . . . market.

WRRF
950 Kc. 1000 WATTS
TAR HEEL BROADCASTING SYSTEM, INC.
"WE RADIATE REAL FRIENDSHIP"
AFFILIATED WITH THE AMERICAN BROADCASTING COMPANY
PEDIOE & COMPANY • National Representative
NEW YORK CHICAGO PHILADELPHIA
WASHINGTON
NORTH CAROLINA
"HOME OF WRRF"

EXCLUSIVE
COVERAGE OF
THE CHAMPLAIN
VALLEY AREA
WCAX
BURLINGTON
VERMONT'S
ONLY CBS
STATION
1000 WATTS • FULL TIME

Crosby Didn't Protest Lea Act, Despite Telegram Using His Name, Brother Says

BING CROSBY did not send a telegram to Senators protesting the Petrillo bill (S-63) nor did he know anything about it, his brother and manager, Larry Crosby, has advised WJAG Norfolk, Neb.

On April 10 WJAG wrote Mr. Crosby, Frank Sinatra, Bob Hope, Eddie Cantor, James Melton, Jean Hersholt, Lawrence Tibbett, Dinah Shore, Arch Oboler and Norman Corwin asking why they opposed the Petrillo bill [BROADCASTING, April 22]. Telegrams urging defeat of S-63 and bearing the artists' names had been received by Senators during the campaign by the American Federation of Radio Artists and the Independent Citizens Committee of the Arts, Sciences & Professions.

WJAG received the following, according to Art Thomas, manager:

"This is to advise that we did not send the wire mentioned in your letter, and that we know nothing about it. Sincerely, Larry Crosby."

During its May 4 *Voice of the People* program, WJAG broadcast the letter from Mr. Crosby.

"The pressure groups that operate on Congress often use prominent names and sign them to telegrams and we assume that is what happened in this case," said Mr. Thomas. "The New Deal was the first to make use of Hollywood radio, screen and stage stars to attract votes. We suggest to the Republican National Committee that they check on the use of stars' names for political purposes and expose all unauthorized uses. I like Bing Crosby and Bob Hope and Frank Sinatra and the others mentioned on the air and screen but I am getting sick and tired of using their personal following for political and left-wing purposes."

Coca-Cola Names Hobbs President in Reshuffle

WILLIAM J. HOBBS, president of Coca-Cola Export Corp., was elected president of Coca-Cola Co. last week at the annual meeting of stockholders in a reorganization of leadership.

Mr. Hobbs replaces Robert W. Woodruff, of Atlanta, Ga., who has been acting president. Mr. Woodruff continues as chairman of the executive committee. He had replaced A. A. Acklin of Wilmington, Del., president from 1939 until 1945, when he received a leave of absence because of illness. Mr. Acklin becomes chairman of the advisory committee, succeeding William C. Bradley, of Columbus, Ga. Richard C. Fowler was named a vice president.

More than 84% of the company's common stock was represented at the session. A dividend of 75 cents a share was declared on common stock and a semi-annual dividend of $1.50 a share on Class A stock payable July 1 to stockholders of record at the close of business June 13.

The company reported net earnings for the first quarter applicable to common stock were $3,320,722, compared with $3,443,760 in the similar period last year.

Stoner Among Generals Affected in Rank Change

TEMPORARY appointments of several general officers have been terminated, demoting four Signal Corps generals to the rank of colonel or lieutenant colonel. Demotion was due to changing conditions in the Army resulting from demobilization. Among those affected was former Maj. Gen. Frank E. Stoner, assistant Chief Signal Officer who now has a permanent rank of lieutenant colonel. Col. Stoner was responsible for setting up worldwide Signal Corps communications during the war.

Demoted from major general to colonel was Spencer B. Akin, chief, Communications Section, General Headquarters, Supreme Commander for the Allied Powers, and Signal Officer, Armed Forces in the Pacific. Former Maj. Gen. Francis H. Lanahan Jr., Chief Signal Officer, U. S. Forces, ETO, is now a lieutenant colonel. Brig. Gen. Frank C. Meade, former assistant deputy for Public Services and director of Internal Affairs and Communications Branch Office of Military Government, U. S. Zone, Germany, has been reduced to temporary rank of lieutenant colonel.

An All-Time Favorite

MARIA ELENA

Published by
PEER INTERNATIONAL CORP.

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BROADCAST MUSIC, INC.
580 Fifth Ave., New York 19, N.Y.

W. R. Ennell
SAYS...

Radio advertising is a long-range, powerful, cumulative force. A force to promote reputations; a force to explain standards and policies; a force to sell products.

Over a period of years WRNL has consistently held the largest portion of daytime listeners in the Richmond market . . . remember that when you look for a buying audience for your product.

WRNL 5000 WATTS
RICHMOND, VA.
NIGHT & DAY
910 KC

EDWARD PETRY & CO., INC., NATIONAL REPRESENTATIVES

IN BUFFALO

JUNE 1ST

WGR
550 K.C.

GOES

COLUMBIA

BUFFALO BROADCASTING
CORPORATION
RAND BUILDING, BUFFALO, N. Y.
National Representatives: Free & Peters, Inc.

SPONSORS

ANDREW STONE ENTERPRISES, Hollywood, through Ruthrauff & Ryan, Hollywood, using radio along with other media in a national campaign, will spend in neighborhood of $200,000 in exploiting film, "The Bachelor's Daughters." Cliff Lewis is agency account executive. William Brighton Agency, Hollywood talent service and program packager, has acquired radio rights to film story and is packaging same for sponsor consideration with Ann Dvorak, Billie Burke and Adolphe Menjou cast in leads.

CALIFORNIA DESERT GRAPEFRUIT INDUSTRY BOARD, Phoenix (Desert grapefruit), in a five week campaign ending June 1 is using a varied participation schedule in programs on 11 Pacific Coast stations. List includes: KIRO KOMO KFPY KFSD KNX KPO KGO KALE KEX KHJ KFWB. Spot announcements are being used on KHQ KXL. Agency is J. Walter Thompson Co., Los Angeles.

POSTWAR HOME APPLIANCES Inc., Los Angeles (Zephyr air freshener), has appointed Brisacher, Van Norden & Staff, Los Angeles, to handle advertising.

HIALEAH RACE COURSE Inc., Miami, Fla., has appointed Grant Adv., Miami, as agency. Statewide network broadcasts of daily feature race is considered for next winter's meeting.

BEN PULITZER CREATIONS, New York, has started new video participation series on WABD New York, conducted by Bill Slater. Contract was placed direct.

LEHN & FINK PRODUCTS Corp., New York, plans to use radio to promote new powdered soap, "Jalma," Tussy cosmetic. Agency is Grey Adv., New York.

B. T. BABBITT Co., Montreal (Bab-O cleaner), has started a test campaign on four Ontario stations using spot announcements five times weekly. Agency is Stevenson & Scott, Montreal.

CRESTA BLANCA WINE Co. has moved Los Angeles advertising department headed by **SANDER HEYMAN** to Empire State Bldg., New York. With switch, effective in August, account will be serviced by New York office of BBDO.

JOHN L. CLARKE, former advertising manager of New England Confectionery Co., Cambridge, Mass. (Necco Wafers), and recently released from Navy, has been appointed advertising manager of Westways Magazine, Los Angeles. He replaces **JESS INGRAHAM,** who resigned to join The Mayers Co., Los Angeles, as account executive.

CALMETICS Co., Los Angeles (cosmetics), has appointed The Boyd Co., Los Angeles, to handle national advertising.

WESTERN FROZEN FOODS Co., Watsonville, Calif., has appointed Brisacher, Van Norden & Staff, San Francisco, to handle national advertising for Le Valley Farms and Taku brands of frozen fruits and vegetables.

CLUETT PEABODY & Co., San Francisco (Sanforized Process), adding to national campaign in major market, on May 13 starts five weekly quarter hour shopping guide program by Nancy Dixon on KHJ Hollywood. Contract is for 52 weeks. Agency is Young & Rubicam, New York.

PATRICIA STEVENS, Chicago (charm school chain) has appointed Robert F. Dennis Inc., Los Angeles, to handle local campaign of new Hollywood school. Spot announcements being used on KLAC Hollywood with broader Southern California campaign planned.

BURNS W. LEE, former publicity director of Benton & Bowles and recently released from the Marine Corps, has been appointed to new post of public relations manager of United-Rexall Drug Co.

CURTICE BROS Co., Rochester, N. Y., (chicken and vegetable dinner) has started participations twice weekly on the "Yankee Kitchen" program on the Yankee Network. Agency: Duane Jones Co., New York.

HAROLD A. MARK resigns as copywriter at James McCreery & Co., New York, to join Paragon Oil Co. as assistant advertising manager.

FRANK W. LOVEJOY, sales executive of Socony-Vacuum Oil Co., New York, has accepted the nomination for president of the Sales Executives Club of New York during 1946-1947, succeeding **GENE FLACK,** director of advertising and trade relations counsel, Sunshine Biscuit Inc., New York, who declined renomination for business reasons.

DOMINION RUBBER Co., Montreal (summer footwear), has started one minute sports quiz program on 26 Canadian stations, five days weekly. Agency is MacLaren Adv., Montreal.

MARSHALL-WELLS Co., Winnipeg (paints), has started one minute dramatized transcribed announcements on 30 western Canadian stations. Agency is McKim Adv., Winnipeg.

BULOVA WATCH Co., New York, on May 8 directed its copy theme on spot announcements currently heard on 250 stations throughout the country toward its new "EXcellency Group," six new watches. Copy change is part of $1,000,000 advertising campaign for new watches started May 8 in newspapers, magazines and radio. Agency is The Biow Co., New York.

PURITAN FRUIT PRODUCTS Co., Chicago (Realemon), has appointed Schwimmer & Scott, Chicago to handle its advertising.

SPORTS PICTORIAL REVIEW, New York, has appointed Atom Adv., New York, to handle its advertising. Radio will be used.

Sterling Drug Profit

NET PROFIT of $3,822,295 for the three months ended March 31 has been reported by James Hill Jr., president of Sterling Drug Inc., New York, who stated this was highest first quarter earnings in company's history. Regular quarterly dividend, payable June 1 to stockholders of record May 15, was increased to 50 cents per share on the common stock, a raise of 10 cents.

Sylvania Report

SYLVANIA Electric Products Inc. gross sales in 1945 were $26,792,723 according to company's annual report, reaching all-time high approximately 25% above gross of $100,398,043 in 1944. Consolidated net income for 1945 was $2,136,279, equivalent to $2.05 a share on common stock after preferred dividends, compared with $2,053,235, or $2.04 a share in 1944 when no preferred stock was outstanding.

WMOX Meridian, Miss., has added an RCA wire recorder to its newsroom facilities.

NETWORK ACCOUNTS

New Business

STANDARD OIL Co. of New Jersey, New York (Flit), May 14 starts transcribed "Flit Frolics" on 39 Don Lee Pacific stations, Tues.-Thurs., 4:45-5 p.m. (PST). Agency: McCann-Erickson, New York.

Net Renewals

GENERAL MILLS, Minneapolis (Wheaties), effective Sept. 2 for 39 weeks has renewed "Jack Armstrong" on ABC Mon.-Fri. 5:30-5:45 p.m. Agency: Knox Reeves Adv., Minneapolis.

Net Changes

RAYMOND LABS., St. Paul (Rayve shampoo), May 5 replaced "Lois January Show" with Sheila Graham, syndicate columnist and commentator, on 39 Don Lee stations, Sun. 8:45-9 p.m. (PST). Agency: Roche, Williams & Cleary, Chicago.

BROWN & WILLIAMSON TOBACCO Corp., Louisville (Raleigh tobacco & cigarettes), June 11 for 13 weeks replaces the "Red Skelton Show" on NBC 10:30-11 p.m. (EDT), with "An Evening With Romberg." Agency: Russel M. Seeds Co., Chicago.
PROGRAM

PS-S-S-T! WANT THE DOPE ON WDAY?

Located in the heart of one of the world's richest farming regions, WDAY is by long odds the favorite station of the people in this section. Here are their listening preferences:

WDAY FARGO, NORTH DAKOTA N.B.C.
FREE & PETERS, Inc. National Representatives

PHILADELPHIA'S No.1 Sports Station
BIG LEAGUE BASEBALL
COLLEGE & PRO FOOTBALL
HIGH SCHOOL BASKETBALL
BIG TIME BOXING
10,000 Watts WIBG
REPRESENTED: Nationally by Adam J. Young, Inc.
In New York by Joseph Lang, 31 W. 47th Street

SOUND EQUIPMENT—*precisionized*—mechanically and electronically—*for finer performance*

Solidly Built

Unit 524 Transcription Turntable

To keep the original sound alive!

Today, the human ear should not be able to distinguish a recorded program from an original 'live' studio performance.

Why? Because all tell-tale rumble, noise and 'WOWS' have been eliminated from transcription turntable performance.

How? By the advanced design and solid construction of the *new* Unit 524 Fairchild Transcription Turntable.

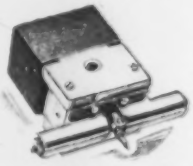
We've removed its attractive access panel so that you can study it carefully. Let's start with its construction: The synchronous motor and drive are spring-mounted and precision-aligned in a single heavy casting at the bottom of the cabinet to reduce rumble. The hollow vertical drive shaft is equipped with mechanical filters and a special rubber coupling to reduce the transmission of vibration. And the turntable, with its sturdy shaft, is mounted in a heavily-webbed aluminum panel at the top of the cabinet to further reduce vertical vibration.

What about 'WOW'? That's reduced to a minimum at either 33.3 or 78 rpm by the famed Fairchild direct-from-the-center, two-speed drive. Evenness of speed is assured by a carefully calculated loading of the drive mechanism that keeps the motor pulling constantly, by precision control of all alignments that might cause intermittent grab and release.

The Unit 524 Fairchild Transcription Turntable is of broadcast height. It is available with or without the Unit 542 Fairchild Lateral Dynamic Pickup, described herein. Arrange to hear it. Listen to it critically. Then let it keep your original sound alive!

FOR IMPROVED PERFORMANCE—Earlier FAIRCHILD portable models and many other types of recorder-playbacks will give vastly improved performance if equipped with an adapter and improved pickup and cutterhead.

UNIT 542 LATERAL DYNAMIC PICKUP assures uniform frequency-response and distortion-free playback quality throughout a range of 30 to 10,000 cycles. The 3 ounce cartridge, mounted on a 2 point suspension in the pickup head, is the only vertically moving mass. This unusual mounting method affords a near-uniform 'floating' stylus pressure of 25 grams—even under unfavorable playing conditions. And pliant suspension material provides the vertical compliance needed by the stylus to track lateral records accurately.



UNIT 541 MAGNETIC CUTTERHEAD offers a performance that exceeds its specifications of flat within ±2 db to 8,000 cycles. Freedom from distortion is measured at less than 1% when a 400-cycle note is recorded at a level of +20 db (reference .006 watts) to produce a stylus velocity of 2.5 inches per second. This is due to unusually long cushion blocks and exceptionally fine mechanical design.

For additional information address: 88-06 Van Wyck Boulevard, Jamaica 1, New York.

SOUND EQUIPMENT

Fairchild **CAMERA AND INSTRUMENT CORPORATION**

IT WAS A BIG WEEK FOR 'JANICE'

WTOP Daytime Serial Is Cited by UP, INS, And Has 'Cast' Problems

IN TRUE THEATRE tradition, Gloria Lee Brandt has returned to the WTOP Washington microphone for her part in the *Janice Grey* serial, despite the fact that she is still wearing a cast on her back. She broke her back recently and was released from the hospital less than two weeks ago.

Janice Grey is becoming known for more, however, than courageous actresses. What is believed to be the only locally produced, written and acted daytime serial on the air has just been cited by a local paper, UP and INS for its outstanding public service and social consciousness.

"The story at present deals with anti-Semitism," wrote Joan Marble, UP Washington correspondent last Monday in a syndicated feature. "Using the effective vehicle of the drama, it rams home its message of tolerance. When this sequence is finished, the script will take up the problems of juvenile delinquency.

"Not every chapter brings in a current problem," Miss Marble continued. "The writers believe if every show preaches a sermon listeners might get bored. So the lessons it teaches are mentioned only so often as the dramatic situation logically warrants."

INS picked up the UP feature.

Earlier, William Terrell, radio columnist of the *Washington Daily News* cited the serial's episodes on tuberculosis. Education by radio, he wrote, "soon may be taken from the statistician and turned over to the entertainers."

Writing Team

Writing team for the show that has been on the air three years is Betty Grove, the originator, and Dick Linkroum, who has returned to WTOP from Navy service. *Janice* was recently sold to Continental Baking Co. through Ted Bates Inc., New York agency. The serial is heard 2:30-2:45 p. m. (EST), Monday-Friday.

Not only does Continental raise no objections to the educational and public service themes, but also encourages them—even to the present campaign for the conservation of bread. Typical commercial includes such admonitions as: "the bakers of Certified Double Flavor Bread . . . say this: the way to save bread is to buy less bread . . . eat less bread . . . and waste no bread at all."

New German Iconoscope Is Described in Report

NEW German iconoscope claimed to be ten times as sensitive as the standard German video tube is described in a report by the Office of the Publication Board, Dept. of Commerce. Increased sensitivity is said to be due to mosaic capable of storing images several seconds. It is made of mica, with magnesium oxide coating, magnesium being evaporated on mica and oxidized by electric discharge in a few millimeters of oxygen.

Research at several German plants in electronic tubes is described in the report (PB-6674). Photostat, $3, or microfilm, 50 cents, may be obtained from the Publication Board. The 32-page report was prepared by G. L. Hunt for the Combined Intelligence Objectives Subcommittee.

PRESIDENT TRUMAN was televised by WNBT New York and was heard on all four networks May 11 when he received an honorary degree from Fordham U., 4-5:15 p.m. Telecast started at 4 p.m. as procession moved from the Fordham Administration Bldg. to the campus gymnasium and continued through the invocation and addresses by Robert J. Gannon, S.J., president of the university, and His Eminence Francis Cardinal Spellman with Mr. Truman's acceptance speech at 5 p.m.

WILL PICK HIS OWN

Editor Criticizes Radio But Attacks FCC Policy

R. A. TURNER, editor of the *Brookings* (S. D.) *County Press*, thinks a lot of radio programs are "junk" and the 'perpetrators should be taken out to the woodshed and given the old-fashioned 'hickory stick' treatment—just on general principles," but he does not want the FCC to tell him what he may or may not tune in.

Commenting editorially under the caption "Junk on the Radio," Mr. Turner, whose friends say he lives freedom of speech and of the press, wrote: "Most thinking people will agree that a great deal of the stuff that is broadcast over the radio—in all lines of so-called entertainment and advertising—deserves only to be 'dialed out.' . . . Yet, we do NOT believe that any intelligent, thinking citizen of this free land of ours relishes the idea of having the FCC butting in and trying to regulate either the quality or character of radio programs."

He charged that members of the FCC are "political puppets." "Under no circumstances," should the FCC "be permitted to tell the radio world what could be broadcast or could not be broadcast," he stated. "Whether the FCC has sense enough to realize it or not "the United States Constitution guarantees FREE SPEECH and free speech is free speech, regardless of whether it is on the street corner, on the platform, through the public press, or over the radio. The function of the FCC should be strictly to enforce fair play and see that the broadcasters do NOT interfere with each other."

Milestones

FIRST ANNIVERSARY of VE-Day, May 8, was observed by special events and features throughout radioland. . . . Last week also saw notation of the twelfth anniversary of General Mills *Hymns of All Churches* on ABC. Program guests included Harry Bullis, GM president. . . . Fifteenth birthday of Richfield Oil Co. *Richfield Reporter* on NBC Western Division stations was marked by special anniversary broadcast.

Ray V. Hamilton, executive vice president of Universal Broadcasting Co., was feted by surprise dinner April 30 by KSFO San Francisco staffers on occasion of his first year with organization. . . . Bill Herson, conductor of *Coffee With Congress* Saturday mornings on WRC Washington, was host at the Mayflower Hotel May 4 to 11 lawmakers on his program's first birthday. . . . WWDC Washington May 6 was to entertain 500 guests at first night baseball game of the Washington Senators on occasion of station's fifth year on air, but party was put off with postponement of night games due to power famine. . . . In futures book, Feb. 22, 1947, to be exact, WOR New York celebrates twenty-fifth year of service. Station last week named Richard Pack, publicity director, as chairman of silver jubilee planning committee.

New Canada Stations

FREQUENCY ASSIGNMENTS of new Canadian stations not yet on the air include 560 kc for a 1 kw station at Ottawa licensed to Frank Ryan, prewar manager of CKLW Windsor-Detroit; 1350 kc for 1 kw station at Dawson Creek, licensed to Mrs. Helen Billingsley and Wilna Moore of Saskatoon; 1440 kc for 1 kw station at Sudbury, Ont; 1240 kc for 250 w station at Jonquiere, Que. Powell River, B. C., 250 w station not yet on the air on 1400 kc has been moved to 1490 kc. CKY Winnipeg, is being moved from 990 to 1080 kc with new CBC 50 kw station to use 990 kc.

Reformers Challenged by Superman

Excitement, Message Are Blended in Child Series

By WILLIAM B. LEWIS
Vice President and Radio Director
Kenyon & Eckhardt

SUPERMAN'S 'Operation Intolerance" had its begining at a Kenyon & Eckhardt plan board meeting last October—and before we put the new *Superman* on the air just two weeks ago we had almost given up the idea that a children's program could be socially conscious as well as entertaining.

Mr. Lewis

Most of radio now knows what we are currently trying to accomplish with our *Superman* series on behalf of our client, the Kellogg Co. *Superman* has been a Kellogg radio property since 1943. We do not feel that the general run of *Superman* stories has been harmful in any way to its millions of juvenile followers, who have comprised one of the most loyal audiences in radio history.

However, we did feel that the time had come for a definite concentrated effort in the realm which had previously been untouched by radio programs built for juveniles —the realm of everyday life, with its problems and solutions spelled out in strong language that no child could misunderstand.

Enemy of Intolerance

When the subject of pitting *Superman* against intolerance, juvenile delinquency and the allied subjects which bulk so largely in American consciousness was first broached, it seemed a logical and fairly simple idea. Bob Maxwell, of Superman Inc., was most enthusiastic, for the idea was one which had long been a particular pet of his own. We brought the matter to the attention of the Kellogg Co. and recommended that the experiment—for experiment it is—be tried. W. H. Vanderploeg, president of Kellogg, concurred heartily, with the only stipulation that the program be kept as exciting as the series had been up to the time of change.

So it was that October 1945, found Superman Inc. and K&E looking for writers who could combine cliff-hanging technique with crusades against intolerance, state a case and a solution in terms which children could understand, keep the character of Superman alive and combine exciting entertainment with a plain spoken message.

The Norman Corwin technique is a vastly different radio concept from the slam bang artifices needed to keep juvenile interest afire 15 minutes a day, five days a week. Another stumbling block, which tripped many writers, was the commission of crime without being able to explain the actions or catch the culprits on the same program.

Lesson Fought

On a program such as *Mr. District Attorney*, the entire story is wrapped up and happily finished in 30 minutes. Our problem was to work out a way in which children who heard two or three episodes of *Superman* during a week wouldn't learn about throwing stones at a church—and miss the message that such tactics are wrong.

During the winter of 1945, and the spring months of 1946, we (*Superman* and the agency) must have seen scores of scripts and ideas for the new story line. Some were good, others missed the point. None, however, combined the two essential factors of entertainment and educational value which we were seeking. Actually, we had almost given up the idea when a writer finally came through with the outline and scripts now riding the Mutual air.

We believe that the experiment currently being conducted is of interest to the entire radio industry. Many Mutual stations have written and told us that they heartily approve the action we have taken. Religious, educational and veterans organizations have pitched in with a will. The National Conference for Christians & Jews has been especially helpful.

There's one point I'd like to make which may be a signal for other agencies and sponsors who may come after us in this field. It's about time for the organizations who find enough energy to rap children's programs and radio public service in general to put up—or shut up! That may be rude—but it's honest. If these organizations get behind a campaign such as *Superman* is conducting and back it down the line in their publications, meetings and by word of mouth, they will help to get the kind of programs they want on the air.

If these organizations only pay lip service to the kind of ideals which they ask for in radio programming, they will find themselves being ignored in future radio thought.

Henry Morgan, in a recent article, blamed radio audiences for the ills of broadcasting. The *Superman* experiment should determine whether or not some people mean what they say about radio.

KID SHOWS on the air, like the weather, have been the subject of much conversation, largely condemnatory. Individually and in their organizations parents, teachers and others concerned with the welfare and education of American youth have urged that radio's juvenile fare be made less fantastic, more reasonable. Now "Superman," never one to avoid a challenge, has taken up this one. Bill Lewis, in this space, describes the new Superman pattern, calls for the reformers to work for its success if they really mean what they have been saying all these years.

Converts GE Sets

TELEVISION TECHNICIANS Inc., Brooklyn, is handling conversion of General Electric video receivers in New York area to receive stations at new frequencies. Charge is $15. Owners of RCA and DuMont sets are paying $30 for the conversion.

Changes Made in WLS Weather Report Service

IN LINE with the expansion of the WLS Chicago Weather Service beyond its present 44 weather broadcasts a week, Harry Geise, meteorologist and weather expert, returns to the station to interpret weather information and give application to crop conditions on the farm. Mr. Geise has been in the aerology section of the meteorological branch of the Marine Corps for the past 2½ years.

A special feature will be a seven-day forecast prepared by meteorologist Geise, issued by permission of the United States Weather Bureau.

Brochure Issued by ABC On Video Anniversary

THIRTY-PAGE brochure has been issued by ABC on the occasion of the network's first year in television, outlining its programming, special events and public service features since establishment of ABC television division in February 1945. Entitled *In Television, Too . . . The Show's The Thing*, booklet contains an introductory note by Mark Woods, ABC president, describing the progress of the network's first video year.

Concluding portion of the brochure deals with ABC's special public service shows for V-E Day, V-J Day and Navy Day, and children's programs such as the *Singing Lady* and the Christmas holiday week schedule which ABC televised last December.

The
PAYOFF
Station
In the West's Most Concentrated Area
UBC **KSFO** UBC
San Francisco
Universal Network's Key Station for Northern California

Serving
The Third Largest Market
in the
Fourth Richest State

W C O L
COLUMBUS
The Listening Habit of Central Ohio

Represented by
THE HEADLEY-REED CO.

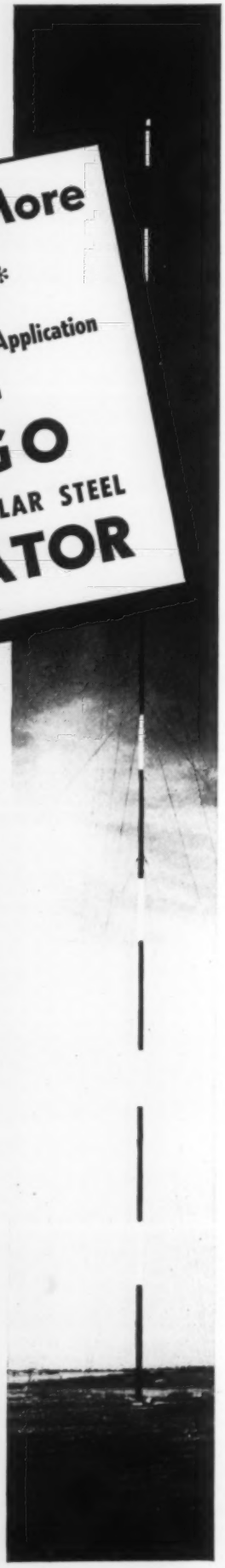
Broadcasters:

You'll Get More Results*

if you write your FCC Application around a

LINGO

VERTICAL TUBULAR STEEL RADIATOR



When You Specify LINGO You Are Assured of

LOW MAINTENANCE
PEAK PERFORMANCE
INSURED STABILITY

You'll always be glad you installed a Lingo Radiator . . . because Lingo will back up your investment by providing you with a tried and proved antenna system to meet your specific requirements with maximum efficiency at a minimum of cost and maintenance. Remember, *only* Lingo offers you these "6 Extras" at no extra cost:

*1. Moderate Initial Cost
2. Optimum Performance
3. Low Maintenance Cost
4. 5 Years Insurance
5. 50 Years Experience
6. Single Responsibility

WRITE FOR ENGINEERING ADVICE

The services of our consulting engineers are available to you on such pertinent problems as proper radiator height, ground systems, performance expectations, etc. In writing, please indicate location, power and frequency proposed.

JOHN E. LINGO & SON, Inc.

Est. 1897 Camden, New Jersey

Ohio State IER

(*Continued from page 25*)

assurance of support in rooting out abuses.

"But reaction to the report did not take the form of controversial disagreement on specific issues. Instead, there was an instantaneous and almost hysterical denunciation of the report as a whole," Mr. Straus declared.

He referred to remarks of "the president of the largest trade organization in the radio world," characterizing the report as revealing a "lack of faith in the American system of free radio."

"I for one," he declared, "am ready to say that this is nonsense and, what is more from our point of view, exceedingly dangerous nonsense."

The term "nonsense" bobbed up again in the closing remarks of Comr. Durr who quoted from a recent article in BROADCASTING describing Judge Miller's reaction to talk about "people owning the air."

"I find it difficult to believe that broadcasters are in agreement with the views expressed by the president of the National Association of Broadcasters who according to an industry trade journal, branded talk about 'people owning the air' as 'a lot of hooey and nonsense'."

"I was misquoted," Mr. Miller replied, interrupting the Commissioner.

"Then I retract the statement," Mr. Durr answered, grinning broadly.

Later, Mr. Miller qualified his remarks about the alleged misquotation.

"I wasn't exactly misquoted, I was excised," he declared, adding that his remarks had not been quoted in full.

[Editor's Note: Following is quotation from BROADCASTING, issue of April 15, to which Mr. Durr and Mr. Miller referred:]

"He (Mr. Miller) branded talk about 'the people owning the air' as a 'lot of hooey and nonsense.' Congress, he said, wrote the Communications Act to control interstate commerce across State lines and specifically denied the FCC the right to censor or to regulate free speech. He urged broadcasters not to 'acquiesce' in the FCC's arrogation of program control but to combat it down the line. 'We must challenge the FCC,' he said, describing the Commission as a body made up of sincere, honest people who think they are doing a good job, but who are steeped in the public utility philosophy."

SATURDAY SESSION: OVERSEAS RADIO

The complex problem of America's role in overseas radio was the subject of general session Saturday. With Sterling Fisher, assistant public service counselor and director of the United Nations project for NBC as chairman, outstanding leaders in international broadcasting pleaded for stronger participation by American radio in championing world security and understanding.

Benjamin Cohen, of Chile, assistant secretary-general in charge of information for United Nations, declared one of the immediate needs of the UN to be "a voice from America."

Radio's great opportunity for educating public opinion to peace cannot be minimized, he declared.

"But," he warned, "we must not make the mistake of creating public opinion on purely national issues. What is needed is an enlightened national public opinion on the broad problems of international relations."

Dr. Arno Huth, author of *Radio Heute und Morgen*, reiterated Mr. Cohen's plea for American radio stations in operation overseas.

"Rebroadcasts of American programs by European services and by American relay stations on European soil would foster the friendly relations we need between the old and new world," he said.

Dr. Huth, in conversations with BROADCASTING'S staff, declared that he had gained the impression that American radio experts and leaders hesitate to take action in the European area.

"There is a tendency to shy away from getting entangled with foreign radio systems," he said.

"Unquestionably it would be ill-advised to interfere over the air with the political and cultural sovereignty of other peoples, but at present the strongest voice in Europe is Radio Moscow," he said.

"Europe needs to hear the voice of American democracy direct," Dr. Huth declared. The European radio expert suggested the organization of a United Nations Broadcasting Union to enable radio to share in the reconstruction of the continent.

He told the Institute that such an organization could ease the problems of homeless people, spread hygienic information to avert epidemics and help fill the gap in education.

Frequency modulation and its development as a "practical" means of communication was outlined by Frank E. Schooley, president of the

(*Continued on page 80*)

Escape

"WE MUST all live right," is the tongue in cheek explanation for Wayne Cribb's close shave. The general manager of KHMO Hannibal, Mo., had a reservation on the Burlington train that was wrecked some days ago, but he cancelled it due to having to stay over in Chicago on business. His reservation was for the rear car—the one that was smashed to bits.

Toronto

SHOWING EACH STATION'S SHARE OF THE LISTENING AUDIENCE IN TORONTO, FROM 6:00 TO 10:00 P.M.

	CFRB *10,000 watts*	STATION X *50,000 watts*	STATION Y *5,000 watts*	STATION Z *1,000 watts*
SUNDAY	26.0%	21.5%	5.6%	12.7%
MONDAY	45.7	10.8	4.2	24.9
TUESDAY	29.6	19.9	6.7	22.5
WEDNESDAY	34.7	13.9	4.0	27.9
THURSDAY	30.1	16.1	3.5	24.7
FRIDAY	27.1	17.9	4.3	24.1
SATURDAY	35.5	18.9	4.5	22.4
AVERAGE	32.7	17.0	4.7	22.7

THIS IS the third in a series of advertisements revealing startling information about Ontario's listening habits.

These tables represent a comparative study of how the four Toronto stations share in night-time radio audiences.

AND Ontario, too!

SHOWING EACH STATION'S SHARE OF THE LISTENING AUDIENCE OUTSIDE TORONTO, FROM 6:00 TO 10:00 P.M.

THE FACTS speak for themselves... they clearly show that CFRB commands the greatest share of night-time radio audiences, in Toronto and Ontario, too.

The figures are based on a series of coincidental telephone surveys in Toronto and fourteen other Ontario communities, recently conducted by independent research organizations.

Write this station for fuller details

	CFRB *10,000 watts*	STATION X *50,000 watts*	STATION Y *5,000 watts*	STATION Z *1,000 watts*
SUNDAY	12.9%	13.5%	0.6%	2.1%
MONDAY	25.2	10.5	0.3	3.0
TUESDAY	16.3	18.3	0.5	4.4
WEDNESDAY	15.1	15.5	0.3	2.9
THURSDAY	14.3	13.1	0.3	4.1
FRIDAY	17.2	12.7	0.5	3.5
SATURDAY	16.9	16.1	0.6	2.7
AVERAGE	15.3	14.2	0.4	3.2

CFRB

860 kc. TORONTO

Representatives

Adam J. Young Jr., Incorporated
New York Chicago

All-Canadian Radio Facilities Ltd.
Montreal

First for INFORMATION! First for ENTERTAINMENT! First for INSPIRATION!

Religious Broadcasters Form N. Y. Association

AN ASSOCIATION of leaders of religious broadcasting was formed in New York last week under the auspices of the National Conference of Christians and Jews.

The organization, to be called the Religious Radio Assn., was established to improve the standards of religious radio programs and to act as a clearing house for information on public reaction.

Membership in the new association is open to "any individual who subscribes to (its) constitution," according to Willard Johnson, vice president of the national conference and organizing chairman.

A nominating committee to select a slate of officers for the new association is composed of Mr. Johnson, Dr. Fred Eastman, professor of drama at Chicago Theological Seminary; Franklin Dunham, radio director of the U. S. Office of Education; Rabbi Moshe Davis, Jewish Theological Seminary of America, and Dr. J. Elwin Wright, executive director, National Assn. of Evangelicals.

Chambers Use Radio

LOCAL Chambers of Commerce are taking sponsored time on CJGX Yorkton, Sask., in increasing number. Starting with a program weekly by the Yorktown Chamber of Commerce, CJGX now reports that four other local chambers have taken time on the station to promote their communities. Some of these towns are 75 miles distant from Yorkton, include the Chambers of Commerce of Russell, Kamsack, Melville and Canora, Sask.

Boston Radio Council Meeting May 18; AFA Sessions in Milwaukee May 26-29

KEITH KIGGINS, vice president of ABC, will deliver the keynote address at the third annual Spring Conference of the Radio Council of Greater Boston. Conference will be held May 18 at Boston U. College of Business Administration. Mr. Kiggins' talk will be aired locally over WCOP, Boston ABC outlet.

Theme of the all-day conference is to be "Boston Radio Goes Forward" featuring speakers from Boston agencies and stations. Included are Leland Bickford, editor-in-chief of Yankee Network News Service, on "Radio News"; and Hollis Baird, engineer in charge of the 20th Century-Fox television activities in Boston, on "Television".

A panel discussion on "Radio Advertising and Freedom of the Air" will be moderated by Daniel Bloomfield, manager, Retail Trade Board of Boston, and managing director, Massachusetts Council of Retail Merchants. Participants are to be Frederic S. Bailey, WORL Boston account executive; Polly N. Brown, radio director, Harold Cabot Adv.; Harry D. Goodwin, promotion-publicity-merchandising manager of WCOP Boston; and Harvey P. Newcomb, radio director, Harry M. Frost Adv.

A second panel, "Public Service Broadcasts and a Free People," will have as moderator William C. Sutliffe, dean of Boston U. College of Business Administration. Participants are to be Fred Garrigus, assistant program director, WEEI Boston; Ray Kierman, news director, WHDH Boston; John D. Maloy, WCOP program director; Lester Smith, special events, WNAC Boston; and Lawrence J. Flyn, director of station relations, WMEX Boston.

Presiding officer for the conference will be Dorothy Kraus, president of the Council.

* * *

AFA in Milwaukee

ANNOUNCEMENT of the 42nd Annual Convention and Advertising Exposition, Advertising Federation of America, in Milwaukee, May 26-29, has been made by Elon G. Borton, AFA president. Headquarters will be the Hotel Schroeder.

Tentative calendar includes talks by Secretary of the Interior Julius I. Krug, Secretary of Labor Lewis B. Schwellenbach, Walter Giest, president of Allis Chalmers Co., and other figures in the agency, advertiser and allied government fields.

* * *

ACPA Convention

BILL LADD, radio editor of the *Louisville Courier-Journal*, spoke on "The Contributions a College Can Make to Radio" at the radio session of the National Convention of the American College Publicity Assn., held last Thursday in Lexington, Ky.

Session was held in U. of Kentucky radio studios and two sample broadcasting presentations were given. In addition, Dr. C. A. Anderson, associate professor of sociology at the university, spoke on the "Organization of Public Forums." P. Caspar Harvey, director of public relations for William Jewell College and ACPA vice president in charge of radio, presided.

Canadian Delays

DIFFICULTY in obtaining certain materials is forcing a number of Canadian sponsors to cancel or delay their programs, according to station representatives at Toronto. Certain sponsors in the feed, paint and gasoline industries are especially hard hit.

Charles P. Shoffner

CHARLES P. SHOFFNER, 76, for 21 years commentator for *Rural Digest Hour*, weekly farm program on WCAU Philadelphia, died last Monday at his home in Laurel Springs, N. J. Mr. Shoffner was associate and art editor of *The Farm Journal* magazine for 14 years before he went on the air. He was wounded last December when he was shot by his father-in-law, who then shot and killed himself.

Awards Presented By Chicago Group

Ad Club Selects Best Shows Originated in That City

BEST network musical variety program originated in Chicago is NBC's *Tin Pan Alley of the Air*, sponsored by Leaf Gum Co., with The Jacobs Co. as agency.

So decided the radio awards committee, headed by Ade Hult, manager of Mutual's Central Division office in Chicago, at the fourth annual awards luncheon of the Chicago Federated Advertising Club, held Thursday at the Hotel Continental.

All awards were based on all-around excellence of the advertising material used on the programs.

Winning programs include, in addition to *Tin Pan Alley:*

Best children's program: *Tom Mix*, MBS, sponsored by Sealy Co. through Gardner Advertising, St. Louis. Best network daytime program: *ABC Breakfast Club*, sponsored by Swift Packing Co. through J. Walter Thompson, and Philco Corp., through Sayre M. Ramsdell. Best audience participation program: *Mr. & Mrs. WGN* sponsored by Sealy Mattress Co., through Schwimmer & Scott, Chicago. Best local evening musical variety: *Melody Lane*, sponsored by Weiboldt's (department store) through Needham, Louis, and Brorby, Inc., Chicago. Best spot campaign: Ritt Products Corp. Chicago, through Earle Ludgin Co., Chicago.

A special award for particularly distinguished and meritorious service to Chicago advertising was granted to Henry C. Lytton, famed Chicago merchant, who celebrates his 100th birthday this year.

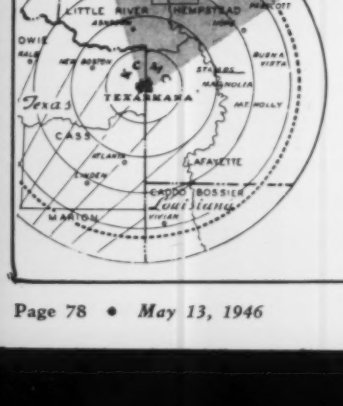
The Radio Awards Committee included Mr. Hult, as chairman; Jules Herbuveaux, program director of NBC Central Division; James Stirton, assistant general manager, ABC; Walter Preston, program director, WBBM-CBS, and William A. McGuineas, commercial manager of WGN.

Off for Summer

PROCTER & GAMBLE CO., Cincinnati, on July 13 will suspend *Life of Riley*, NBC Sat. 8-8:30 p.m. for Teel and Dreft, for eight weeks. Network has not announced replacement. Agency is The Blow Co., New York.

Give-Away

LATEST twist in give-away cycle has been turned by Mutual's *Erskine Johnson in Hollywood*. Film chatter program opens contest today (May 13) inviting letters of 25 words telling "How and where I'd like to spend a day with Robert Cummings." Winner takes Mr. Cummings.



239,330 PEOPLE live within 0.5MV/M Contour of KCMC (Texarkana's only radio outlet). —A ready market for your 1946 schedule.

Diversified income is derived from oil and gas, agriculture, fruit growing, cattle (beef and dairying), manufacturing, distribution, railroads.

For additional information, write

Frank O. Myers, Manager
KCMC, Inc., Texarkana, U. S. A.

PW Plans Start Of Program Tests

Nationwide Relays During May 19-20 Period Mapped

TESTS on nationwide point-to-point transmission of radio programs by Press Wireless will be conducted for a 10-day period beginning May 19, E. J. Kerrigan, PW vice president, announced last week following a conference with FCC engineers in Washington. Tests were authorized by the Commission on April 26 [BROADCASTING, April 29].

Almost every section of the country will be touched by at least one of the test transmissions, which will be beamed at various areas by the PW transmitter at Hicksville, Long Island, N. Y., Mr. Kerrigan said. A total of 58 programs will be broadcast.

The Press Wireless station near Los Angeles will be used only for retransmitting purposes. Plans call for 11 relay programs which will be beamed from the New York transmitter to Los Angeles and retransmitted to areas too close to New York for shortwave reception. Moduplex will be used in 12 broadcasts.

Each 15-minute program must contain, under Commission edict, approximately five minutes of music and 10 minutes of talk. No commercial stations may rebroadcast the test programs.

Staffing for Experiment

Press Wireless is hiring top talent for the demonstration programs, Mr. Kerrigan said. Commentators will be featured. Interviews with visitors in New York also will be beamed to the home areas of those interviewed.

A staff headed by John Whitmore, former WOR-Mutual director of news, is preparing program material, assisted by Richard Kleiner and Fred Maurer, both recently discharged from the armed services. Mr. Kleiner will handle scripts and Mr. Maurer the musical portions.

Dr. Charles Hodges, professor of International Politics, New York U., member of the Association of Radio News Analysts and of H. V. Kaltenborn's 20-Year Club, will prepare a series of analytical reports. Walter Compton, former news director-commentator of WOL Washington, will supervise production of the 58 programs.

Press Wireless engineering staff will conduct the tests under direction of J. W. Chaplin, PW Director of Communications. P. E. Zaun, manager of the Atlantic Division, will act as coordinator and supervisor. Richard Hilferty, chief engineer, will head the technical research project, assisted by Edward Fee, operations engineer, Atlantic Division. F. J. Christie, superintendent of operations, will be in charge of frequencies and traffic.

All tests will be conducted in cooperation with FCC engineers. Commercial stations in the areas to which transmissions will be beamed, will be asked to monitor and make recordings, reporting on their findings to the Commission.

Frequencies to be used for the tests follow: 6920, 18510, 15610, 4665, 15910, 17910, 5352.5, 7625, 11640, 13185, 15730, 8810, 9390, 5975 kc.

New Ingredient

QUICK-WITTED TOM COLLINS, actor-announcer of NBC's *Cavalcade of America* saved face for Alcoholics Anonymous in a recent broadcast. Realizing that it would not do to have "Tom Collins" sign off, he quickly assumed middle initial "W" to avoid the obvious humor.

Ad Council Names Advisory Members

Committee to Aid in Choosing Public Service Projects

A PUBLIC ADVISORY committee has been appointed to guide the Advertising Council in its selection of public service projects.

Chairman of the new committee is Evans Clark, executive director of the Twentieth Century Fund. Members are William L. Batt, president SKF Industry; Mrs. Olive Clapper, publicist; Kermit Eby, director of research for the CIO; Chester Davis, president, Federal Reserve Bank of St. Louis and chairman of the Famine Emergency Committee; Clarence Francis, chairman, General Foods Corp.; Dr. George Gallup, director, American Institute of Public Opinion; Dr. Alan Gregg, director of medical science, Rockefeller Foundation; Helen Hall, director, Henry Street Settlement, New York; Paul Hoffman, prsident, Studebaker Corp.; A. E. Lyon, executive secretary, Railway Labor Executives Assn.; Eugene Meyer, publisher, *The Washington Post;* Dr. Reinhold Niebuhr, professor of Applied Christianity, Union Theological Seminary; Boris Shishkin, economist, AFL; and Dr. George N. Shuster, president, Hunter College, New York.

The Advertising Council, which lent its powerful support to the war effort, now finds it necessary to make choices "as to what projects are most entitled to support in the public interest," said James W. Young, chairman of the Council. "It is in this area that this advisory committee has volunteered to serve."

ADVANTAGES and disadvantages of dealer cooperative advertising are completely summarized in Vertical Cooperative Advertising, 80-page report prepared by the Cooperative Advertising Committee of the Association of National Advertisers. Report is available from ANA headquarters, New York, at $7.50 a copy.

Kiwanians Set Up Radio Week Plans

Holt Promises to Make Study Of FCC Program Inroads

KIWANIS International and its 2,400 clubs throughout United States and Canada have set aside May 12-18 to pay tribute to the radio industry. The 1946 observance is designed primarily to honor broadcasters for the service they have rendered the nation in keeping the channels of information free and unprejudiced, Kiwanis International in Chicago declared.

Spokesmen for Kiwanis International also announced that the conflict between broadcasters as an industry and the FCC as a government agency "undoubtedly" would be aired when Kiwanis International conducts its convention, June 9-13 in Atlanta.

Hamilton Holt, president of Kiwanis, declared in a message addressed to all clubs, that "radio is helping to build an intelligent public opinion by its prompt and accurate broadcasting of facts."

Appraised of Kiwanis Radio Week, NAB President Justin Miller wired President Holt congratulations on behalf of the industry. "The creators of our American Constitution," he said, "established a firm bulwark against such tyranny (government control of press and radio) when they provided for freedom of speech and freedom of the press. There can be no doubt that radio comes clearly within the constitutional provision."

Holt Answer

President Holt told the NAB president that radio "must remain free of political domination in order to progress."

Even the proclamations setting May 12-18 aside as Kiwanis Radio Week, addressed to the respective mayors of 2,400 cities in United States and Canada, infer the organization's objection to the FCC report.

"Whereas," the official proclamation reads, "the radio industry has fought to maintain our constitutional right of freedom of speech and in so doing has helped to preserve the democratic form of government and, whereas Kiwanians are again paying tribute to broadcasters of this country and Canada for keeping the channels of information free and unprejudiced, now therefore, I mayor _____ do hereby designate May 12-18 as Radio Week."

CKEY TORONTO has leased a downtown church Sunday school, and is renovating and rebuilding it for use as a 300-seat auditorium from which to air many of its live shows. In addition to various control booths, dressing rooms and offices the auditorium building also will have a marquee on street entrance. Church will be able to use hall for its Sunday school work and at other times when CKEY is not using it.

Covers Oklahoma City Buying Area— Oklahoma County and Six Adjacent Counties

KOCY

OKLAHOMA CITY

A MUTUAL STATION

which covers actually the heart of Oklahoma's buying power comprising Oklahoma City proper, its metropolitan area and the big buying power of these six centrally located counties.

Represented by the Walker Company

KANSAS CITY
IS A
K O Z Y
MARKET
•
PORTER BLDG., KANSAS CITY, MO.
EVERETT L. DILLARD
General Manager
ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in the Kansas City Area
Ask for Rate Card

Ohio State IER

(*Continued from page 76*)

National Association of Educational Broadcasters at a section meeting of the Institute on College Public Relations Broadcasting.

"Development of FM," he declared, offers a "second chance for many colleges and universities who now neglect radio entirely."

Mr. Schooley, assistant director of WILL, U. of Illinois station, said expansion in FM broadcasting will provide new opportunities that do not exist today because of limitations in the standard broadcast bands. The Illinois educator also urged colleges and universities to investigate fully the possibilities of facsimile broadcasting.

Radio journalism colleges were urged to investigate and to encourage the use of wire recording for both newspaper and editorial staffs at a panel discussion presided over by Mitchell V. Charnley, U. of Minnesota.

William V. Ray, news and special events manager of NBC central division, Chicago, said the big problem of most stations is to make local and regional news events comparable in listener interest with national and international news. "The standard way," he said, "is to write it up as straight news copy and read it. Many local stories seem pretty puny when presented this way. The way to overcome this, we have found, is through more extensive use of first person interviews via wire recorder."

He criticized the wording of the FCC Blue Book report on news coverage as being a "regrettable incongruity."

"After reiterating its stand that local live programming is an essential function of a station operation, the Commissions definition of 'live news' is contradictory," Mr. Ray said.

SATURDAY SESSION: AWD HEARS DAVIS

In a special Saturday section meeting of the Institute devoted to woman's programs, radio's role on the food front was summed up by Chester Davis, chairman of the Famine Emergency Committee, who appeared with other food experts.

He reminded women broadcasters of their role in reaching the American housewife; he asserted that in the next two months "we shall have the shortest supplies of flour and bread and other wheat products we have seen in many years."

Explaining why the United States must be the principal contributor to famine-plagued Europe and Asia, he called on women commentators to "point up as dramatically as humanly possible the need for day-by-day production and conservation to continue as long as famine threatens the world."

Mr. Kobak, who spoke at a workgroup session Saturday on "Broadcasting by National Organizations" said radio needs to speak the listener's language to reach an audience that most needs the benefit of culture and education.

He cited the series of "so called serious" plays written by Arch Oboler.

"This series tackled some of the issues with which we are vitally concerned: race relations, religious differences, moral standards.

"The Oboler series won high praise from the critics—it also won a Peabody award. But, we must admit, it reached only a limited audience, almost what you might call a 'prepared' audience. This, we must also admit, is not the audience that most needs enlightenment. The answer is plain. To reach audiences you *must* reach, you need the use of the programs to which they listen—you must talk to them in their own idiom," Mr. Kobak said.

Josette Frank, educational associate for radio, Child Study Association of America, at the Saturday session used the same theme in tackling the much-debated question of children's programs.

"We must face the facts," she declared, that listening ratings show plainly that programs designed for children actually have fewer juvenile listeners than do the "'thriller' programs designed for adults."

Radio, she said, faces the big problem of combining in children's broadcasts both entertainment and teaching of social attitudes.

SUNDAY SESSION: BLUE BOOK AGAIN

Radio's Cassius, Charles A. Siepmann, stepped from behind the pages of the FCC's Blue Book, which he had a hand in writing to describe to the Institute his reactions to both American radio and the Commission's report.

Speaking at the Sunday general session, on a local origination of CBS' *The Peoples Platform*, Mr. Siepmann was flanked by Sydney M. Kaye, director and general counsel for BMI, and Lyman Bryson, director of education, CBS, moderator. Topic for the discussion was "Will Government Supervision Improve Radio Programs?" On that subject the author of *Radio's Second Chance* which is considered by many to be the popular edition of the FCC report, defined the Commission's projected control of radio programming as a broad supervisory interest in "who hears what on the air," for the protection of the public.

He maintained that censorship of some form or other had existed before the creation of the Commission itself.

"We've had it since 1927 when the Federal Radio Commission was created and it was written into law when the FCC was created in 1934," Mr. Siepmann said.

He referred to station owners as "only temporary tenants of their

THERE'S A NEW REL 1 KW FM TRANSMITTER NOW OPERATING AT ALPINE

The birthplace of FM, W2XMN (WFMN) Alpine, N. J., is owned and operated by Major Armstrong. Just as the first commercial FM equipment was delivered to Alpine by REL in 1938—so, in 1946 REL has again demonstrated its leadership.

Others who are now on the air with REL FM Transmitting Equipment are:

W3XO	Washington, D. C. (WINX)
WDRC-FM	Hartford, Conn.
WTIC-FM	Hartford, Conn.
WENA	Detroit, Mich.
WNBF-FM	Binghamton, N. Y.
WGTR	Paxton, Mass.
WMIT	Winston-Salem, N. C.

REL is now delivering FM Broadcast Equipment including Transmitters, FM Monitors, Speech Consoles, and a compact turnstile Antenna with Power Gain of 2. Consult us if you have any problems with delivery of your new FM Broadcast Equipment.

PIONEER MANUFACTURERS OF FM TRANSMITTERS EMPLOYING ARMSTRONG PHASE-SHIFT MODULATION

RADIO ENGINEERING LABS., INC.

Long Island City, N.Y.

You're Right, Mr. Time Salesman

. . . *right* in being confident that you have an unbeatable selling tool when you use the latest *Sales Management* figures to give authority to your market presentation.

For your friends the media buyers know *Sales Management's* market information is accepted without question by their bosses—the national advertisers. In a recent survey by the Market Research Company of America, 200 leading media buyers named *Sales Management* as the publication most readily accepted by their *clients* as authoritative.

Which helps explain why alert time salesmen can make better use of *SM* figures if they receive the backing of a consistent advertising campaign in *Sales Management*. Remember:

"IT'S SM 4 TO 1"

Say the Nation's Leading Media Buyers

Sales MANAGEMENT

386 FOURTH AVE., NEW YORK 16, N.Y.
CHICAGO SANTA BARBARA

TESTIMONY TAKEN ON FTC CHARGES

FURTHER TESTIMONY on Federal Trade Commission charges against P. Lorillard Co. and Emerson Drug Co., both radio users, has been taken in hearings reported by the FTC. Complaints on which the hearings were based were issued by FTC in 1943.

Lorillard was accused of disseminating, by local and network radio and by printed advertisements, misrepresentations regarding its Old Gold, Sensation, and Beech-Nut cigarettes and Friends smoking tobacco. Hearing was held in Louisville.

Emerson was charged with misrepresenting its Bromo-Seltzer in printed media. Hearing was held in Baltimore.

Gerl Attacks Columbia Color Video Campaign

CHARGING CBS with "a campaign of irrelevancies and falsehoods designed only to confuse the American people" Joseph Gerl, president of Sonora Radio and Television Corp., severely criticized the network for its campaign favoring the immediate introduction of color television.

Speaking before the South Bend (Ind.) Chamber of Commerce he concluded: "How well CBS will succeed in the future, however, depends on how quickly the public grasps the fact that color television—like technicolor motion pictures—will not be a practical development until we have had black-and-white pictures for a number of years."

Alternate Moscow-N. Y. Shortwave Set by RCA

ESTABLISHMENT of a new high-speed communications route from New York to Moscow via Tangier, North Africa, to by-pass the turbulent magnetic storm areas that lie athwart the direct U. S.-Russia route has been announced by RCA Communications Inc.

A powerful automatic radio relay station has been constructed in the international zone at Tangier to boost the shortwave signals on the 6,000-mile circuit from New York to Moscow. The new circuit will be used as an alternate to the direct one now in service.

Magnetic storms occurring in the north auroral zone, a ring normally 700 miles in diameter around the North Pole, spread to a diameter of 2,800 miles when sun spots become active, thus interfering with radio signals passing directly between New York and Moscow, according to RCA engineers.

WOWO and Quotation

QUOTATION by Bourke Cochran on success is employed by WOWO Fort Wayne, Ind., as theme for promotion brochure issued by the station. Numerous awards and honors received by WOWO are cited. Offset layout page of letters to station is inserted inside folder in mailbag.

TECHNICAL

WILLIAM HEBAL has been appointed broadcast technical supervisor of the Milwaukee Journal stations, WTMJ and WTMJ-FM, replacing **DAN GELLERUP** [BROADCASTING, May 6]. Mr. Hebal has been employed by the Journal stations since 1929 and had been WTMJ transmitter supervisor. **PHILLIP LAESER** will continue as FM-television supervisor for the Journal Co.

MIDGET five-plate square stack selenium rectifier to replace rectifier tubes in portable radios has been designed by Federal Telephone & Radio Corp., manufacturing affiliate of IT&T. Known as type 403D-2625, unit is composed of five square selenium plates made on aluminum base plates, connected in series and with center contact. Unit measures 1¼ x 1¼ x 11/16 inches, permitting installation in spaces too small for ordinary tube used for that purpose.

HERBERT PANGBORN, CBS Hollywood engineer, has been placed in charge of engineering for network's Southern California television operations. Mr. Pangborn is in New York for three month study of CBS color television under supervision of **DR. PETER C. GOLDMARK**, CBS video expert.

DAVID L. SOLOMON, former assistant chief engineer, Federal Telephone & Radio Corp., has joined Stromberg-Carlson Co. as assistant chief telephone engineer.

HENRY KAISER, chief engineer of WWSW Pittsburgh, is the father of a girl, Deborah.

ARTHUR L. SAMUEL, electron vacuum tube authority with Bell Telephone Labs., New York, has been appointed a faculty member at University of Illinois. He will carry on research and development work on electron tubes and direct the work of graduate students in that field. Since 1928 he has been with Bell Labs., active in vacuum tube research, and since 1931 has done development work on tubes for use at ultra-high frequencies. He assumes new post June 1.

ROGERS MAJESTIC Ltd., Toronto, manufacturer of radio and electronic equipment, has purchased 13 units of the Government's wartime Research Enterprises Ltd., Leaside, Ont., for $628,214. **REG. M. BROPHY**, president of Rogers Majestic, formerly of NBC, CFCF Montreal, and Canadian Marconi, stated that the company will greatly increase production at the new plant and enter new fields. Added facilities makes it largest electronics manufacturing plant in Canada and one of the largest in the British Commonwealth. Company recently acquired Canadian distribution and manufacturing right to Hallicrafter's equipment, manufactures a large line of radio receivers, electronic tubes of all kinds and electrical appliances.

PETER TESTAN, chief engineer of WBYN Brooklyn, is the father of a girl, Barbara.

GENERAL ELECTRIC Co. has announced self-charging portable radio, model 260, which plays out-of-doors on its airplane-type storage battery which is recharged on regular AC house current while receiver is used indoors. Set covers standard band and five short-wave bands.

HAROLD McCULLEN, chief engineer of WSAM Saginaw, Mich., has returned to the station following release from the armed forces.

DAVID SINCINDIVER is now member of the technical staff of WTMC Ocala, Fla.

RALPH KETTERER of the WWSW Pittsburgh engineering department and Dorothy Dolan were married May 4.

Teen-Agers Choose

TEEN-AGE PREFERENCES in programs were probed by the Canadian Broadcasting Corp. before starting its new Trans-Canada network show "Swing High" on Saturday afternoons from CBL Toronto. Twelve students between 15 and 18 years of age, six boys and six girls, told their likes and dislikes at a round table discussion with Ernest Bushnell, CBC program director general, and R. S. Lambert, CBC educational broadcasts supervisor. Teen-agers listed first-class dance music first, sports broadcasts and commentaries next. Dance clubs are to be formed across Canada in conjunction with the program.

INVASION
Amateurs Establish Contact On UHF Band

W. C. White (not shown), GE electronics engineer, contacts Mr. Floyd (l) and Mr. Koch.

WITH HOME-MADE equipment two engineers of General Electric's electronics department, George H. Floyd and Arthur R. Koch, last week made what is believed to be the first invasion by amateur radio operators of a broadcast band used exclusively during the war by the Army and Navy for radar work. They completed a two-way telephone conversation on the 2300-2450 mc band between two buildings one-half mile apart in the Schenectady GE plant.

In contrast to the 810 kc broadcast frequency used by a typical AM station such as WGY Schenectady, the amateur contact was made in the 2,400,000 kc zone. Contact in the ultra-high frequency area was made possible by the use of "lighthouse" tubes developed by GE for radar.

'Workshop' File

A FILE of transcriptions of the CBS *Columbia Workshop*, original dramatic series, has been made by WTOP Washington. Transcriptions will be made available for listening at the station at certain hours of the day, especially for the benefit of drama students, according to Hazel Kenyon Markel, director of community service and education. *Workshop* was revived on the network in February, after a five year lapse. It is now heard Sunday, 3-3:30 p. m. (EST), and is under supervision of Robert J. Landry, director of CBS' division of program writing.

Newsmen Honored

CINEMA LODGE, the entertainment and allied industries lodge of B'nai B'rith, paid tribute to the Sports Broadcasters Association and its members including Ted Husing, Bill Stern, Bill Slater, Red Barber, Marty Glickman and Jimmy Dolan, last Tuesday at a luncheon in New York, for their consistent efforts to promote good Americanism and good sportsmanship. Special Cinema Lodge Honor Scroll was presented to Bill Slater, president of Sports Broadcasters Association, on behalf of the organization.

LONDON LETTER—By William Pingrey

New BBC Net May Necessitate Closing of Regional Station

BBC'S ANNOUNCED intentions of opening a virtually new network this year, may require the closing of one regional station because of running out of wave lengths allocated on the medium band by international agreement.

The new service — temporarily called "Program C"—is intended for the more serious audience. Running fulltime, it will broadcast opera, symphony orchestras, heavy drama and similar programs.

Program C will be entirely separate from the present two fulltime services—the Home Service and the Light Program, which operate like individual networks.

The Light Program, originating from London, is heard on the 1500 meter long wavelength and supplemented on 261 meter medium wave length over all Britain and Europe. Only this one station broadcasts the Light program, which is predominantly entertainment.

More like an American network, is the Home Service with six regional outlets in addition to the one in London. They are: Midlands, Birmingham; West, Bristol; North, Manchester; Wales, Cardiff; Scotland, Glasgow and Edinburgh, and Northern Ireland, Belfast.

If elimination of one regional is necessitated, it may be that the Midland and West will be merged.

Regional stations are autonomous for the most part with one must program—the 9 p.m. news. They can air the network programs originating from London or substitute their own. They also contribute to the network program.

There have been recent moves by groups in Wales and Scotland to place their regionals under separate corporations, but these efforts have not received much official attention.

* * *

Writing in the *Quarterly*, Maurice Gorham, head of the television service, stated that resumed programs (starting June 7) would not be on a lavish scale and that the television department would operate for a time with the minimum necessities. He forecast "a national service with outlets in all the main population areas (it is estimated that seven transmitting stations would cover 75% of the population), drawing its studio productions entirely from London, but enriching its programs with outside broadcasts from the regional areas that have a character of their own; covering almost every aspect of entertainment and information, and first supplementing, at last largely supplanting, sound broadcasting."

* * *

"The BBC Yearbook" for 1946 (price 50 cents) appeared April 30, containing in 152 pages a wide variety of articles discussing the BBC services to domestic and foreign listeners.

In an article on "Listeners in the USA," it said the number of BBC programs carried by stations in America had increased greatly during the war. Station KELO Sioux Falls, S. D., was the heaviest broadcaster with 10 programs a week rebroadcast from BBC last September.

"With the end of the war it was obvious that a new attitude towards broadcasts from Great Britain would develop," the article continued, pointing out features that had been dropped by U. S. stations.

"However, surveys already show that there is a growing wish among listeners to understand Britain's politics and her international policies. . . ."

The Yearbook quoted Verl Thompson, program director of KELO, as writing, "as we look forward in the peace years we have already made arrangements to carry specially prepared programs from London that enable our listeners to understand the way of life and problems of the world that are going through reconversion."

* * *

BBC, already publishing three periodicals, has brought out Volume 1, No. 1 of the fourth magazine—the *BBC Quarterly*.

An introductory note to the first issue, containing 32 pages, says the journal "is intended for those in this country and abroad who are professionally engaged in broadcasting and its organization, or who, if they are not so engaged, are nevertheless interested in the medium."

The magazine costs five shillings ($1) per copy and contains five articles, all written by members of BBC. They were titled "Some Problems in Broadcasting Administration," "Restarting Television," "Radio Education for the Forces," "Studio Equipment: A New Design," and "The Ionosphere and Shortwave Broadcasting."

A BBC spokesman said the new magazine did not expect to attain a wide circulation because of its technical appeal. BBC's other periodicals are *Radio Times*, the *Listener* and *London Calling*.

* * *

BBC listeners who tuned in the *Light Program* for the third installment of "The Three Musketeers," thought it sounded familiarly like the previous week's episode.

At the end of the recorded program, an embarrassed announcer said: "As you have no doubt realized we have been broadcasting last week's episode. It is a mistake we have all made at one time or another—the misreading of the figure '2' for the figure '3'."

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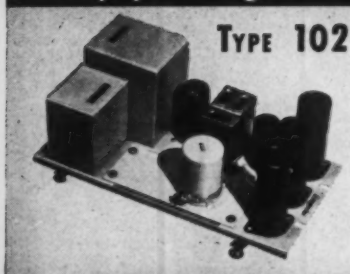

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(*Continued from page 80*)

assigned frequency."

Such owners must provide satisfactory service in the public interest if they are to enjoy the profits of their trusteeship of "the air which is and always will be owned by the people themselves."

As for program content itself, he admitted daytime serials (he refers to them as "soap operas") were "undoubtedly popular" although they are able to "muster only 6% of the audience."

But, he charged, "it is dangerous for a network to admit that 25% of its revenue came from four advertisers and 38% from four agencies for a total of 63% of their entire revenue.

Mr. Siepmann did not point out that the 25% contributed by sponsors is also part of the 38% received from agencies.

He said the philosophy of advertising monopolies is "unhealthy." The claim of one advertiser never to offend a single listener and of another that the best program is the program that sells the most goods, are principles, Mr. Siepmann charged, that do not assure "continued vitality of our democracy."

Making good and doing good, he said, are not synonymous in radio and they ought to be. The FCC, he said, seeks to correct this, in its Report.

Industry reaction to the FCC report has been, Mr. Siepmann said dryly, to raise "the old hue and cry against the evils of government control."

It overlooks entirely, he insisted, the danger of an excessive power vested in a small group of men with huge financial interests at stake. He contended it would be to the public interest to have such control in the hands of a Government agency, such as the FCC.

The merit of the Blue Book report, he told his audience, is that in it they have a guardian concerned for the interests of the public and anxious to redress the uneven balance of power between producer and consumer which, in radio, "as in other fields of enterprise threatens the future welfare of democracy."

Mr. Kaye countered with the comment that even critics themselves are agreed that the American system of broadcasting is the best in the world.

They are also united in agreeing that government control of radio programs would be "the worst thing that could happen to the radio and to the American people," he said.

"Where the disagreement really comes is in the method of making radio programs better," he told Mr. Siepmann.

"I believe all improvement in radio, just like all improvement in motion pictures, books and newspapers, must come from the people themselves," he said.

"If we leave radio in the hands of broadcasters it will steadily improve. But in the hands of a Government agency, we will, in my opinion, not only weaken radio and thereby alienate our audience, but even worse, endanger our basic liberties," he said.

Sunday afternoon sessions of the 16th Institute were highlighted by an address by Dr. Harold Urey, atomic energy scientist and Nobel prize winner from Chicago U., who said that control of the atomic bomb and its secrets should be placed in the hands of the United Nations.

Speaking on "The Implications for Radio of Atomic Energy," as part of the NBC broadcast of *Chicago Round Table*, he stated even more frightful weapons than the atom bomb were possible and that prevention of another war is more important than the possession of atomic energy control.

Dr. Reuben Gustavson, vice president of the U. of Chicago, and Dean Joyce Stearns, of Washington U., appearing on the broadcast, shared Dr. Urey's views.

Dr. Urey and other panel members called on radio to present all phases of the atomic bomb and atomic energy to inform the public fully of the catastrophic results of a third World War.

Other sessions held Sunday included:

Television and Education, Kenneth Bartlett, acting director, School of Adult Education, Syracuse U., presiding.

In addition to the general sessions, there were about two score panel discussions with educators and broadcasters acting as chairmen and participants. These discussions covered diverse subjects such as national organizations, foreign policy, research, racial questions, women's programs, publicity, criticism, radio councils, television, editorial education, radio writing and religious programs. Most of the panel discussions attracted large audiences and with only few exceptions, the main topic of discussion was the FCC report.

Exhibit A

A DRAMATIC unplanned incident marked the finals of the session on Radio and Veteran Rehabilitation of the Ohio State Radio Institute. The panel was running overtime when Joe Brechner, Veterans Adm. Radio Director, received a note from the management of the Deshler Wallick Hotel saying that the room must be vacated at once. As the audience started out, a bed was brought in, followed by a couple with luggage. When the woman sat down on the bed and started removing her shoes, Mr. Brechner pointed out, "This is what we have been talking about." For two hours the group had been discussing housing.

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ALLIED ARTS

JOHN TAYLOR, coordinator of daytime radio in the New York office of Dancer-Fitzgerald-Sample, effective in June has been appointed executive producer of radio productions of Carl Wester & Co., and will be located in company's Hollywood office to be opened in a few weeks.

WILLIAM HAMILTON, formerly of program department of WRNL Richmond, Va., has joined Radio Branch, War Dept. Bureau of Public Relations. He will assist **STANLEY FIELD** in script department.

PETER HILTON, former vice president of Maxon Inc., New York, has been elected president of Musicraft Records, New York.

LOUIS G. COWAN Inc., New York, has produced for distribution by World Broadcasting System a high budget transcribed mystery drama series said to be on network par. Titled "Murder at Midnight," series is directed by Anton M. Leader and written by Robert Newman, Sigmund Miller, Bill Morewood, Max Ehrlich and Paul Martin. Music director is Charles Paul.

PAUL M. SEGAL, senior member of Segal, Smith & Hennessey, Washington law firm, and Mrs. Segal became grandparents with the birth May 5 of a daughter to their daughter, Mrs. Stanley Finkle of New York. Mr. Finkle is with Schenley's.

GUY LEMMON has been elected treasurer of Majestic Radio & Television Corp., Chicago. Formerly war bond manager of Advertising Council, Mr. Lemmon before the war had been president of Hecker Products Corp., now Best Foods Inc., New York.

S. K. WOLF, released from the Army as colonel and technical advisor to Gen. George C. Kenney, chief of Far East Air Forces, has been appointed manager of new consumer products division of Federal Telephone & Radio Corp., domestic manufacturing affiliate of IT&T.

DON. G. MITCHELL, executive vice president of Sylvania Electric Products, New York, has been elected president of the firm. **WALTER E. POOR**, president since 1943, is now chairman of the board.

Mr. Mitchell

LOUIS G. MacKENZIE, released from the Army Signal Corps as captain, is now with Norman B. Neely Enterprises, Hollywood, in charge of FM broadcast equipment sales and installations in states of California, Arizona, Utah and Nevada. He formerly had been with WELL Battle Creek, Mich., as engineer, announcer and salesman. His last Army assignment was as technical supervisor of Radio Tokyo. **FRANK KOESSLER**, out of AAF, returns to Neely organization in charge of the parts and accessories division in same territory as Mr. MacKenzie.

W. O. KYTE, released from Army, has returned to General Electric Co. as manager of Los Angeles advertising and sales promotion division.

DON OTIS, program director of Capitol Transcriptions, Hollywood, is the father of a boy.

PAUL CRUGER, having discontinued Cruger Radio Productions, Hollywood transcription firm, has joined George R. Bentel, author's representative and play broker, as manager of newly established radio packaging and television division, headquartered at 6606 Sunset Blvd.

ASSOCIATED MUSIC PUBLISHERS licensing agreements have been extended for additional periods by KDON KFEL KHSL KICA KIT KORE KRNR KTKC WJEJ WLOL. New agreement has been made with WAGC Chattanooga, Tenn.

H. M. TURNER, vice president of the Canadian General Electric Co. Ltd. for four years, has been elected president, succeeding **D. C. DURLAND**, who held post for 21 years. Mr. Durland has been chairman of the board since 1941 and will continue in that capacity. Mr. Turner has been with General Electric since 1921 and is also a director of the Canadian Bank of Commerce and president of the Toronto Board of Trade.

LT. PHILIP MOLLOY, former producer-announcer with WKAR East Lansing, Mich., has been assigned to Radio Branch, War Dept. Bureau of Public Relations. He has just returned from 21 months in ETO where he was with U. S. Army Radio Service.

CHARLES MICHELSON, president of Charles Michelson Inc., New York, transcription company, is touring the country to find out directly from local sponsors and stations what they need and want in the way of transcribed programs.

ASCAP has notified station program directors that the "American Pageant" script series of topical programs is being discontinued July 1. The "My Country Sings" series of biographical scripts of composers is being continued, as is the series of special half-hour holiday scripts, ASCAP said, and several new program aids are being developed to aid in station programming. Changes are in accordance with answers to a recent ASCAP survey.

FRANK SINGISER is being offered to sponsors on a roving reporter basis by National Concert and Artists Corp., with on-the-spot radio descriptions of special events across the country. Idea would fit in with his lecture tours, each promoting the other, NCAC believes.

BOB SCHULBERG, before the war in publicity work at Warner Bros., has joined Harold Friedman & Assoc., Newark, N. J., public relations counsel. He was released from the Army as captain.

IDEA FILMS Inc., New York, has been formed by **SIMON SINGER**, formerly with the OWI, and **HAROLD MAYER**, service veteran, to produce films for television and industry.

YMCA Trade Schools, New York, May 6 started daytime and evening courses in radio servicing and operating. Courses are available at no cost to veterans. Organization starts course in FM and television next fall to be held at Walter Hervey Junior College, New York.

WALTER KANER after service with the armed forces has opened a publicity and promotion office under his own name at 33 W. 42d St., New York. Before entering the Army Mr. Kaner was director of publicity and special events at WLIB Brooklyn and WWRL Woodside, N.Y. and is currently doing publicity for both stations through his new organization.

JOHN L. BROWN, released from the Navy as a lieutenant commander and previous to that with Zenith Radio Corp. as regional director of activities at Dayton, Ohio, has been named sales manager of the replacement tube department, Raytheon Manufacturing Co., Newton, Mass.

R. F. MURPHY has been appointed advertising and sales promotion manager of the New York appliance district branch of General Electric Co. Before Army service, he was with Kudner Agency, New York.

DILKS INC., Norwalk, Conn. manufacturer of "Vocal-Aire" sound systems for large outdoor installations and elecronic test equipment, has appointed Shappe-Wilkes, New York, to handle advertising.

HUGH MORRISON, former public relations director, TACA Airways of Latin America, has joined John Nasht & Assoc., New York and Rio de Janeiro, international public relations.

WILL WHITMORE, advertising manager of the Western Electric Co., New York, last week sailed from San Francisco aboard the USS Avery Island, en route for Pearl Harbor and Bikini Island where he will take part in the electronic engineering activities in connection with the atomic bomb tests to be held this summer. Mr. Whitmore is a member of the electronics staff of Capt. Christian L. Engleman, electronics coordinating officer, Joint Army-Navy Task Force One, which is the group responsible for all electronics activities connected with the tests.

Starts Air Service

AUDIO DEVICES Inc., New York (Audiodiscs), last week fitted out an airborne service unit to provide quick technical and educational service and wider customer contact. Clarence C. Pell Jr., wartime ATC pilot and national sales manager of Audio Devices, expects to fly 50,000 miles this year on service calls to stations. Flying service unit is built into a Waco plane.

LAUGH-GRAPH is one purpose of the newly-developed electronic instrument for measuring audience sound reactions, demonstrated recently by Ernest M. Walker, president of Ernie Walker Inc., New York. Device picks up sound through sensitive microphone over audience and by means of electronic impulses pens off time intervals and units of sound volume. Charting service will be offered agencies, sponsors and production services.

Gov. Kerr Address

GOV. ROBERT S. KERR of Oklahoma, president of Kerlyn Oil Co., April 30 addressed the Sales Executives Club of New York. Gov. Kerr is chairman of the board of West Central Broadcasting Co., which applied last November for a new Tulsa station to operate with 50 kw power on the 1210 kc frequency of WCAU Philadelphia, a Class I-A station. The application was dismissed without prejudice Feb. 5 with other applications involving conflict with present FCC rules, pending completion of clear channel proceedings. Associates of Gov. Kerr in the applicant firm include E. K. Gaylord, president of Oklahoma Publishing Co. and principal owner of WKY KLZ KVOR.

KMBC Book Ready

INITIAL copies of the KMBC Kansas City documentary book *First Quarter-Century of American Broadcasting*, by E. P. J. Shurick, KMBC director of advertising and promotion, is being presented to contributory broadcasters in the order in which they submitted historical data for the record. Formal announcements of the book, which will be available later this year, are being mailed out under signature of Arthur B. Church, KMBC president, to 300 contributing broadcasters.

MUST BE SUCCESS

KDON Signs Salinas Bank For Ninth Year

Mr. Wyatt (l) goes over program with Mr. Pollock.

SALINAS NATIONAL BANK, Salinas, Calif., for ninth consecutive year, has renewed for 52 weeks the daily quarter hour *Salinas National Bank News* on KDON Monterey. Reed Pollock, general manager of the station, handles daily newscast, having inaugurated them in 1938 when he was announcer-account executive of KDON.

Series was started as a test, and since has become the most profitable advertising the bank has undertaken, according to L. E. Wyatt, vice president and general manager.

"This radio program, started back in 1938, has grown to be an institution in this area and more than accomplished the purpose for which we had intended," Mr. Wyatt said. "We feel we are giving the people of Monterey and Santa Cruz counties a genuine service."

WPAT, College Offering Scholarships in Radio

TWELVE $100 scholarships for a two-year radio course have been made available by WPAT Paterson and Fairleigh-Dickinson Junior College, Rutherford, N. J., course to be given under the direction of the station. Applicants, who may secure applications from the Fairleigh-Dickinson Junior College until May 31, are required to be in the upper third of their high school graduating class and have the personal recommendation of the principals. Those completing such a course will be awarded the associate arts degree.

Scholarships will be awarded by a committee consisting of Sidney J. Flamm; James V. Cosman, executive of Federal Radio and Telephone Co.; Harry Haines, publisher, *Paterson Evening News;* Leon Goldstein, vice president and publicity director, WMCA New York; and Ellsworth Tompkins, principal, Eastside High School, Paterson.

Philco Annual Report

PHILCO Corp. television receivers will be on market by late 1946, with company predicting manufacture of video sets to become "important source of revenue," annual report of John Ballantyne, president, and Larry E. Grubb, board chairman, to stockholders revealed. Philco will continue experiments in microwaves, believing radio relays ultimately will replace wire lines for broadcast transmissions. Philco sales in 1945 were $119,129,378 as compared to $152,933,250 in 1944, according to the firm's annual report. Net income last year was $2,377,239 or $1.73 per share of common stock, after taxes, as compared to $3,913,494, or $2.85 per share in 1944.

OWNERSHIP REFUSED TO THE PROVINCES

PROVINCIAL GOVERNMENTS or corporations set up by provincial governments in Canada will not be issued radio licenses in future, Reconstruction Minister C. D. Howe told Parliament on May 3. The policy was based on the ground that broadcasting "is the sole responsibility of the Dominion Government."

Rumors that some change was pending in the ownership of CKY Winnipeg, and CKX Brandon, owned by the Manitoba government through its telephone corporation, and among the oldest stations in Canada, was confirmed in Parliament by Minister Howe. He stated that discussions are now taking place between the federal and provincial governments to buy these two stations. (It is known that the Government-owned CBC wants the CKY frequency of 990 kc for a new 50 kw station at Winnipeg, and that CKY is to be moved to 1080 kc, according to FCC reports.)

Moose Jaw License

Recently the Saskatchewan government has been endeavoring to get a license for CHAB Moose Jaw, which it was prepared to buy. The license application was turned down by Ottawa. The Alberta government has been trying to obtain a commercial license for CKUA Edmonton, station of the Alberta government telephone corporation, but this also has been refused by Ottawa. For nearly two years the Quebec provincial government has been trying to set up a group of stations, has even enacted legislation setting up a broadcasting corporation and to expropriate existing stations in Quebec province. So far as known no licenses have been issued, nor have applications been made.

It is understood that the Manitoba government will fight the move to purchase its two stations on the grounds that the stations have been giving local service to the province, with commercial sponsored programs not the main reason for the stations' existence.

HORTENSE ALGER

Edith Dick, Stenographer, Now Station Manager

JUST 12 years ago, Edith Dick got a job as parttime stenographer at WWRL Woodside, N. Y. Today she is station manager. The climb started when she was put on full-time after her graduation from high school. Then she took some courses in radio at New York U. Miss Dick began attending broadcasts in addition to her stenography, and she watched the engineers and the copy writers at work.

Miss Dick

Soon WWRL began watching her. They made her script writer eventually. Not long after that she became production manager. After a year at this she was informed one bright day that Miss Dick was the new program director. She put more "personality" shows on the air. And, putting her own over, too, she is now station manager, one of the nation's youngest. She is 29.

Writer Thinks BBC Fears Commercial Competition

THE FOLLOWING letter was written to the editor of the *New York Herald Tribune,* May 4 by Charles Upson Clark of Brooklyn, N. Y., and was published in that paper May 8.

"Your news item about the 'threat of American commercial broadcasts to England,' ventilated in the House of Commons [BROADCASTING, May 6], might puzzle one who did not know that in the past the British Broadcasting Company has had to fight for a hearing in Britain itself. A poll conducted by a London newspaper in the late 1930's gave Radio Luxembourg the lead in popularity, with an Irish station second and the BBC a bad third, though every owner of a radio in Britain is taxed for its support. But the BBC, figuring that no listener worth considering got up before 10 a.m., did not start its broadcasts 'til that hour. Meanwhile a score of Continental and Irish stations had been pumping music and variety programs, financed by British and American advertisers, into British homes from 6 a.m. on, from as far away as Bordeaux. None of my English friends on the Continent ever listened to the BBC except for news bulletins and special programs. Its admirable war record has earned gratitude; but British comment calls for extensive changes in its programs and in its general superior attitude. And apparently it dreads the revived competition of soap operas and liver pill music from the Continent which drowned it out in the past."

KFMB Sells SAN DIEGO

More than 80% of the retail buying dollars in San Diego County is spent in the city of San Diego ($310,868,000 in 1945)—and KFMB reaches 94.2% of these buyers "from within".

KFMB
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.

Owned and Managed by JACK GROSS
Represented by the BRANHAM CO.

The wage earner—his family income approximates $4,523.00. He lives in Industrial New England, 3 state market where the total effective buying income is estimated at $2,198,419,800.00. WLAW, his station choice, is the logical choice of national advertisers.

5000 WATTS 680 Kc.
50,000 WATTS . . . SOON!!
Basic Station
American Broadcasting Co.

WLAW
LAWRENCE, MASS.

NATIONAL REPRESENTATIVES:
WEED & CO.

WE ANSWERED THE QUESTION: "HOW GOOD IS IT?"

HERE'S THE ANSWER — ESSENTIALLY FREE FROM ALL WOW

HERE'S THE ANSWER — RUMBLE IS 45 DB BELOW MAXIMUM RECORDED LEVEL

HERE'S THE ANSWER — SPEED REGULATION HELD TO 1/2 OF 1% AT 78 AND 33 1/3

HERE'S THE ANSWER — MEETS ALL N.A.B. STANDARDS

THE NEW REK-O-KUT MODEL "G"

NOW here are the answers to your new questions

1. **SHIPMENT:**

Shipment of the Model G transcription turntable will be made within 5 days after the receipt of the order.

2. **WHERE AVAILABLE:**

Rek-O-Kut products are available at the leading wholesale radio parts distributors and mail order houses. Place your order with your regular parts supplier.

REK-O-KUT MODEL "G" TRANSCRIPTION TURNTABLE

For Playing Both Vertical and Lateral Transcriptions

LIST PRICE $99.50 NET

subject to change without notice

HAS ALL THESE EXCLUSIVE FEATURES:

1. A machined cast iron base resting upon three points, eliminates twisting when it is fastened to a panel or table.
2. Self oiling turntable shaft, turntable bearing, idler and motor bearings reduce maintenance to a minimum.
3. Sheer rubber mounts used for the motor suspension to dissipate vibration.
4. Cue-ing: An easier and more positive method for cueing is pioneered by REK-O-KUT through the use of a 15 1/2" diameter turntable. This allows the record to overlap 1/4". The operator can now hold the disc by applying pressure to the disc rim rather than to the face.
5. The use of Neopreme Idlers and a formica motor bushing assures long wear and positive drive.

REK-O-KUT COMPANY

146 GRAND STREET NEW YORK 13, N. Y.

Export Division: MORHAN EXPORT CO. • 458 Broadway, New York 13, N. Y.

CBS TALENT-TESTER HELPS

Special Audition Service Recommends Qualifying Artists to Producers

RETURNED service men and women and civilians whose radio dramatic careers were interrupted by the war are receiving a substantial boost in their comeback tries in a talent-testing project worked out at CBS Hollywood headquarters, reports Hal Hudson, CBS western program director at Hollywood.

Project consists of a special audition service in which qualifying artists are recommended directly to producers as casting possibilities, serving to break the ice for old timers who returned to find a new bunch of producers on the job.

Some 800 applicants to date have been auditioned. About ten per cent have been recommended for program assignment. There is a waiting list of hundreds.

Auditions are staged every Thursday morning, 9-12. An average of 20 men and women with previous radio or stage experience are selected from application list. They are tested on material divided into monologues of various types and dialects and dialogues comprising a number of characterizations.

Once a month the most promising job-seekers are called back for re-audition. This time the tests are piped into an office where CBS producers may listen. Applicants are classified according to general type and dialect befitting them. These classifications are then set down in a detailed monthly report which is mailed to all Hollywod radio producers. To expedite actions during interviews, artists are advised to make a recording of their specialties. William D. Sloan, CBS Western Division director of dramatic auditions, supervises the project.

Recently CBS canvassed leading producers to ascertain value of the try-outs. Almost overwhelming response was that the monthly roster of talent was invaluable.

From the successful aspirants themselves, the reaction, based on isolated reports, was equally as enthusiastic. From Paul Frees, a war veteran, came news that he was now on the preferred list of several producers. Another ex-serviceman, James Nolan, won an award for an outside singing assignment.

Others who got an introductory boost include Marlene Ames, seven, who moved from the audition studio to five top network presentations during Christmas time and recently was assigned to a running part in a new dramatic script *Truthful Trudy*, still to make its debut.

William Green stepped from the test microphone to a five-year contract on Barry Fitzgerald's *His Honor the Barber*. There is DeWitt McBride, an ex-Chicagoan, who came to Southern California for his health. He now works regularly, thanks to the auditions. Probably even more outstanding is Ada Wilbanks. She crashed the NBC *Jack Benny Show* as a guest comedian a week after her audition. And she has been emoting at Hollywood mikes ever since.

MR. HUDSON

NBC Staffers Lecturing On Television and Radio

FIVE MEMBERS of the NBC staff have been booked for speaking engagements during May in response to requests for lecturers on television and radio. Robert W. Clark, technical operations supervisor of the network's Television Department on May 7 addressed the Columbia U. Branch of the Institute of Electrical Engineers on "Television Engineering."

May 8 Reynold R. Kraft, television salesmanager, discussed NBC television with members of the Clinton School Parent-Teachers Assn., Maplewood, N. J. Charles B. H. Vaill, NBC network sales promotion manager, spoke on "Radio Audiences" at a luncheon meeting of the Premium Advertising Assn., of New York on May 9. Lt. Col. Robert E. Button, assistant program manager, May 16 will be the principal speaker at a meeting of the Bronx Kiwanis Club, where he will discuss "Radio Broadcasting." May 20 Claude Barrere, assistant promotion manager of WEAF New York, will participate in a round-table discussion on radio at the New York State Congress of Parents and Teachers, White Plains, N. Y.

WOV Veterans Department

NEW local sales department has been developed by WOV New York especially to accommodate returning veterans. New department, which already has four ex-GI's in its employ, is completely separate from the regular sales department. Former servicemen who compose this department are new to the station's staff.

WHISKERS AND COSTUMES are being donned by some staff members of KWBW Hutchinson, during diamond jubilee pow-wow celebration of that Kansas city, May 15-18. Seated (l to r): William Wyse, president; Vern Minor, commercial manager. Standing: Millard Clary, chief engineer; Malcolm West, announcer; John Swafford, engineer.

CPA Rejects $15,000 Exemption Plea Asked by NAB for Radio Construction

BROADCASTERS planning building projects costing over $1,000 must go to their local Civilian Production Administration offices for a permit. Hope for relief from the CPA national headquarters vanished when the agency flatly rejected NAB'S petition for easing of the order's provisions [BROADCASTING, May 6].

Though the Washington ruling was adverse, the action in no way impairs the status of broadcasters in asking permits from local boards. High CPA officials didn't like the idea of exempting an entire industry from the provisions of an emergency order designed to channel building materials into veterans' housing by halting unnecessary construction.

Ask Reclassification

NAB's letter, sent to CPA April 12, asked that broadcasters be placed in the industrial classification which exempts projects under $15,000. NAB further asked that structures exceeding $15,000 be passed on by the CPA Washington office instead of by a local office. Hugh Porter, CPA deputy director, Bureau of Construction, in a letter dated May 6 informed Robert T. Bartley, NAB director of government relations, that radio stations are "commercial" in the eyes of CPA.

CPA's action does not affect tower and equipment installations unless they involve extensive structural work, according to informal interpretations.

Though local CPA offices are getting into action, not enough cases have been acted on to give any indication of local policy toward broadcast improvement projects and new station enterprises. Because local advisory committees make recommendations to the local CPA official, it is felt they will be generally sympathetic toward the community's broadcasting needs and construe radio projects as "necessary."

National CPA action in refusing to take broadcasting out of the "commercial" class does not peril the chances of stations before local offices, since the "commercial" and "industrial" classifications are used by CPA merely as rough groupings for administrative purposes. Local CPA committees will make recommendations to CPA local officials, who will decide whether a radio project over $1,000 is to receive a permit. Should permit be refused, an appeal can be filed with the CPA Washington office. It was made clear at CPA that denial of a petition such as that filed by NAB did not hurt the status of an individual broadcast project coming to CPA on appeal.

Mr. Porter's letter follows:

"Your appeal of April 12 for a revision of Civilian Production Administration's Veterans Housing Program Order 1 has been carefully considered by the Bureau of Construction and denied.

"It is felt that the construction of radio stations can only be classified as commercial and, therefore, limited to the $1,000 ceiling described in paragraph (d) (1) (iii) of Order."

Association Elects

EMMETT McMURRAY Jr., manager of WJPR Greenville, Miss., has been elected president of Mississippi Broadcasters Assn. New vice president is Gene Tibbett, manager of WMOX Meridian. Hugh Smith, manager of WLAU Laurel, was named secretary-treasurer and Bob McRaney, manager of WCBI Columbus, was named a director.

CBS to Give Atom Reaction Program

May 28 Broadcast to Feature Americans From All Walks

A SOBER PERUSAL of mankind's ability to make the atom bomb behave will be made by 21 Americans of all walks of life on a special CBS broadcast while joint Army-Navy Task Force One is bound for the scene of the fourth atomic explosion.

The broadcast will be begun by a brief speech by Vice Admiral W. H. P. Blandy, commanding the task force, from his flagship in mid-Pacific, and will then switch to the Library of Congress where 21 representative Americans, famous and unknown, will be gathered. The program will be aired May 28, 10-11 p.m.

CBS announced the participants in the discussion would include Prof. Albert Einstein and the tail gunner of the B-29 that dropped the first atomic bomb on Hiroshima; Harold E. Stassen and a Minneapolis woman who lost three sons in the war; General George Kenney, U. S. Air Forces representative to the United Nations military staff committee, and a worker at Oak Ridge, Tenn., Harold L. Ickes and a Washington, D. C., fireman; Associate Supreme Court Justice William O. Douglas and a Texas farmer; Congressman H. Jerry Voorhis and a Maine octogenarian; Secy. of Commerce Henry A. Wallace and a Chicago handyman; Sen. Brien McMahon, chairman of the Senate Atomic Energy Committee and a young Seattle mother; and Mrs. Wendell Willkie.

CBS News Analyst Robert Trout will be moderator. The program was conceived and will be produced by Robert Lewis Shayon, CBS producer-director-writer.

NEWEST SETS SHOWN BY FREED-EISEMANN

A LUXURY line of new console radio-phonograph sets, with FM, priced from $475 to $1,250 was exhibited last week at New York's Ritz-Carlton Hotel by Freed-Eisemann Co.

The four models on which OPA has approved prices are: Sheraton $475, Hepplewhite $595, New World Sheraton $640 and New World Hepplewhite $650. Higher priced sets await approval by OPA.

All models embrace AM, FM, and two short wave bands. All have automatic type phonographs playing 10 or 12 inch records.

The company said deliveries would begin next month.

TRYGVE LIE, Secretary-General of the United Nations, May 14 is to be heard on CBS 10-10:30 p.m. when he addresses annual dinner of the U. S. Associates of the International Chamber of Commerce to be held at the Waldorf-Astoria Hotel, New York. His topic is "World Economic Cooperation." Mr. Lie will be introduced by Philip D. Reed, chairman, U. S. Associates, and chairman of the board of the General Electric Co.

GEOGRAPHIC CONDITIONS 570

make WMAM the only audible station during many hours of the day in this important market area . . .

WMAM

Marinette • Wisconsin

BRANCH STUDIOS IN STURGEON BAY • WIS. IRON MT. • MICH.
JOSEPH MACKIN, Mgr.

Nat'l Representatives: Howard A. Wilson Co. Chicago, New York, San Francisco, Hollywood

DAILY noon-hour 30-minute quiz show from stage of local Utah Theatre is being broadcast by KALL Salt Lake City under title "Flight to Hollywood." Show follows "Queen for a Day" pattern and is sponsored by ZMI, a leading Salt Lake department store. Western Airlines, Intermountain Theatres and certain Hollywood hotels are cooperating in program presentation. Winners of daily quiz receive merchandise and money awards and one winner receives three-day trip to Hollywood. To build public support for Utah State Symphony Orchestra, KALL has turned over a nightly period to Utah State Symphony Assn. for presentation of fine symphonic music. Heard Tuesday through Saturday 10:15-11 p.m. and featuring orchestra recordings, program will help build proposed fulltime orchestra.

Religious Books

SIX WEEKLY broadcasts based on "Books of Spiritual Value" started May 5 on WQXR New York, Sun. 1:05-1:15 p.m. First program, which featured Esther Johnston, supervisor of branches, New York Public Library, was presented on the opening day of Religious Book Week. Following programs for succeeding weeks are: May 12, Dr. Robert Gordis, president, Rabbinical Assembly of America—Jewish books; May 19, Anne Fremantle, writer and book reviewer—Catholic books; May 26, Victor Campbell, associate, Abingdon-Cokesbury Press—Protestant books; June 2, Dan W. Dodson, executive director, Mayor's Committee on Unity—goodwill books; June 9, Laura Harris, executive secretary, Children's Book Council—children's books.

New Street Series

KNOWN as "Hollywood and Vine," ABC Hollywood has launched new 15-minute participation format five days weekly over Western Division stations. Conceived by Bob Latting, ABC announcer, program features sidewalk interviews with celebrities and visitors entering and leaving Brown Derby restaurant at Hollywood and Vine streets. Program m.c.'s are Mr. Latting and Frances Scully, network movie commentator. Daily prizes are offered passersby who identify stars from series of eight clues. Dick Woolen is ABC producer.

WSVA Coverage

OF THE FIVE stations covering the Shenandoah Apple Blossom Festival the first week in May at Winchester, Va., WSVA Harrisonburg, Va., claims distinction of presenting the most distinguished personages on the same program. Attending stag luncheon being held at Winchester Country Club, Wip Robinson III of WSVA obtained sidelight interviews by wire recorder with Adm. Chester W. Nimitz, Secretary of Agriculture Clinton P. Anderson, Rear Admiral Richard E. Byrd, Maj. Gen. James Gavin, Col. James Devereaux and Comdr. David McCampbell. Presentation of awards by Admiral Nimitz to two Navy fliers was included. Other notables were interviewed at parade.

PROGRAMS

KIDO Previews

PREVIEWS of a new Idaho weekly paper, Statewide Illustrated News Weekly, are being being presented on KIDO Boise, Idaho. Quarter-hour weekly program, "Salute to Idaho," features musical presentations, a salute to an Idaho business and a preview of articles appearing in next issue. Paper is cooperating with a series of promotion ads and complete radio page. KIDO in behalf of Idaho's twenty-eighth annual Music Week is airing series of daily programs previewing each evening's musical performance. Walter E. Wagstaff, KIDO general manager, is president of Music Week board.

Music Week Programs

TWO special programs were presented last week by WSTC Stamford, Conn., in behalf of National Music Week. Tuesday evening station aired program from auditorium of Stamford High School in which students and student choral and orchestra groups participated. Friday afternoon WSTC broadcast full-hour program from Pickwick Theatre, Greenwich, Conn. Alec Templeton was guest artist. Orchestra was composed of 150 winners of student musician competitions. Full seating capacity of the theatre was filled by 1,000-voice chorus. No visual audience was present.

Production Experiment

AN EXPERIMENT eliminating scripts as well as the memory factor was tried May 9 when WCBW New York, CBS television station, presented the Lee Wallace improvisations group in Milton Bacon's "Tales to Remember Program," 8:45-9 p.m. "The development of a successful dramatic technique for improvisation would reduce the overall cost of preparing a dramatic program and create an entirely new and distinctive acting style for television," stated Ben Feiner Jr., acting director of CBS television programs.

Art Appreciation

WEEKLY SERIES combining drama with art appreciation started May 12 on WOR New York, Sun. 2-2:30 p.m., when "Private Showing" was presented in cooperation with the Metropolitan Museum of Art, New York, and the station. Featuring Actor Walter Hampden as narrator, program gives a description of one of the museum's art treasures each week, followed by a dramatic theme or story suggested by the particular painting or rare jewel under discussion.

Baseball School Aired

FREQUENT broadcasts from the Saturday morning meeting of the Washington Daily News-Touchdown Club Baseball School in the Washington Senators' Griffith Stadium are being made by WWDC Washington in support of that civic and recreational project. The school offers boys of Washington from 9 to 18 years of age the chance to meet and learn first-hand about baseball from popular players of the game. Broadcasts during the week are included.

Miss Leighton on CBS

FIVE-WEEKLY series "Woman's Club," featuring Isabel Leighton, dramatist, editor and foreign correspondent, starts today (May 13) on CBS, 5:15-5:30 p.m. Program is designed to reflect the American woman's intellectual and cultural interests. Personalities and authorities on national and world affairs, journalism, art, literature and drama are presented.

WAAB Police Series

NEW SERIES heard Mon.-Fri. 11:25 a.m. over WAAB Worcester, Mass., called "On the Beat With the Worcester Police," is taken directly from the annals of the Worcester Police Dept. and is designed to acquaint Worcester citizens with the functions of its law enforcement body. Program features report on current police bulletins by Frank J. McNamara, civilian clerk.

Covers Drive Opening

WNAX Yankton, S. D., chartered special plane to send its news chief, Art Smith, to Climax, Minn., for coverage of the kick-off of the drive for wheat to prevent world famine. Transcribing quarter-hour interview program with Fiorello LaGuardia, UNRRA head, and Secretary of Agriculture Anderson, Mr. Smith also recorded speeches made by those personages for delayed broadcast by the station.

Offer OPA Disc

INDEPENDENT CITIZEN'S Committee of Arts and Professions is offering two 15-minute transcriptions on OPA on a single record for $3 to radio stations throughout the country. On one side of the record is an OPA dramatic presentation and on the other songs and repartee on the OPA.

KFOX Women's Show

ORIGINATING from She Salon, local women's fashion shop, "Lucky Lady Matinee" of KFOX Long Beach, Calif., interviews and quizzes women guests. Heard Tues. 1:30-2 p.m. and conducted by Betty Allen, program awards merchandise prizes.

Farm Talks

THREE-MINUTE talks by a farm authority on "Science in Farming" are being presented as part of three-weekly quarter-hour early morning Wasatch Chemical Co. program on KDYL Salt Lake City. Sponsor is local producer and distributor of agricultural and industrial chemicals.

WOL Famine Aid

TITLED "Starvation Inc.," new afternoon series broadcast by WOL Washington, D. C., seeks to encourage District residents to "adopt" children in famine countries to aid in the alleviation of suffering.

Bands on Mutual

MUTUAL on May 20 starts a series of half-hour broadcasts, Monday through Friday 12:30 p.m., featuring the Army, Navy, Marine, Command and Naval Academy Bands.

Video Exclusive

EXCLUSIVE rights for televising of the Automotive Golden Jubilee in Detroit May 29-June 9 have been obtained by ABC, Paul Mowrey, chief of ABC's television division, announced last week. ABC cameramen will film events of the

(*Continued on page 92*)

TUBE INFORMATION FOR THE RADIO INDUSTRY
FOR SPECI ERS TO PROBLEMS
Call On
APPLICATION ENGINEERING DEPARTMENT
No Obligation
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25 Washington St., Bklyn 1, N. Y. Cable: Amperex
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AMPEREX
POWER TUBES SINCE 1925

55.4%
of all Iowa radio families
"LISTEN MOST" to
WHO
10.7% to Station B!
•
50,000 Watts Des Moines
FREE & PETERS, Inc.
Representatives

Coal Strike, Latest Labor Trouble, Adds To Problems of Radio Receiver Makers

IMPACT of the coal strike following close on the heels of the steel strike—results of which are now being felt more acutely than at the time of the walk-out—is presenting the biggest bottleneck yet felt in radio set manufacturing.

The crippling effect of the strikes, substantiated by both manufacturers and OPA, has caused not only lowered production of component parts but also shorter work weeks at the manufacturing plants. Zenith Corp., Chicago, with accelerated distribution figures set for May, has had to cancel such plans because of the Chicago plant's cut last week to a 24-hour work week. Many other manufacturers may be on a similar schedule by this week.

If freight embargoes go through as warned by the railroads, flow of sets to distributors will be practically at a standstill. At present, however, distributors report transportation conditions as "excellent."

Tube Shortages

Adding to shortages resulting from coal and steel trouble is the lack of tubes caused by the long strike of Westinghouse, which ended Thursday. (See story this issue.) Westinghouse is said to be the greatest volume producer of tubes in the industry. Several distributors report sets coming in without tubes.

Next to strike conditions, biggest problem to the radio set production industry is shortage of component parts and wood for cabinets. Distributors attribute trouble to a need for OPA to increase prices. One manufacturer of variable condensers, said to control about 80% of the output for the entire industry, has held up production for several weeks, according to reports throughout the industry, as he bargains with OPA for price increases.

According to OPA, in adjusting the scale of reconversion prices, all prices are based on a conservative estimate of production acceleration. The strikes, especially in steel and coal industries, have knocked that estimate considerably out of line, so that reconversion is not being accelerated normally.

However, when production does get rolling, says OPA, the radio industry will probably be the first to have controls lifted. This is especially due to the fact that radio, perhaps more than any other industry during the war, had a tremendously increased production potential, OPA says. Consequently, it was believed that this production capacity of industry leaders would counteract any great rise in set prices should OPA be abolished.

Increased 360%

According to production figures quoted by OPA, the radio industry during the war increased 360% in the physical capacity to produce.

Set distribution picture as reported last week by leading manufacturers' representatives is not bright. Westinghouse strike has just ended. General Electric distributor reports having received only plastic table models and portable battery sets with metal cabinets. Shipments have been irregular.

Admiral dealers have received table sets and phonograph combinations in small shipments. Emerson reports "not too many" sets coming in, with Westinghouse strike affecting production greatly through lack of tubes. Emerson has had table models, a very few three-way portables, and no consoles. Motorola says that sets "for a while were coming in regularly, but there has not been a radio in sight for about three weeks." Stoppage was attributed to "having to reprint OPA price tags" in view of predicted rise in ceiling prices on radio sets [BROADCASTING, May 6]. Before sets stopped coming in, Motorola had had camera size portables, table models, car radios and a few console combinations.

Zenith has had only table sets and a few portables, in both wood and plastic models. Shortage of "suitable labor" and the 24-hour work week are holding up production, says Zenith. A few FM console sets are reported on the market.

"Last few weeks shipments have been slow," says Bendix, with one distributor blaming tube shortage as the possible reason. Bendix has had a line of one floor model and one table model.

RCA distribution has been "few and far between but the slump seems to be picking up now." More higher price RCA sets were predicted for this month, including combinations. Majority of table sets have been plastic.

None of the distributors queried gave credence to the report that manufacturers were holding up sets at the plant while waiting action on the OPA bill now in Congress.

Copyright Board Makes Canadian Music Ruling

CANADIAN BROADCASTERS will pay for music copyright use this year a total of $161,319, according to a ruling of the Canadian Copyright Appeal Board. The Board at first planned to recommend a thorough inquiry into the entire copyright field [BROADCASTING, Feb. 4] but "decided not to make such a recommendation this year but to explore other possibilities of finding a solution to some of the difficult problems," it states in its report to the Canadian Secretary of State.

The Board ruled that the wartime rates of 8 cents per licensed receiver should be paid to the Composers, Authors & Publishers Association of Canada (CAPAC), and one cent per licensed receiver should go to BMI Canada Ltd.

This brings the fees to CAPAC to $140,728 and to BMI Canada to $17,591, both a little less than last year due to a drop in licensed receivers because of wartime stoppage in production. The 1945 fees were $141,672 to CAPAC and $17,709 to BMI Canada. In addition Canadian Broadcasting Corp. is to pay $3,000 to CAPAC for its international shortwave broadcasts.

The Canadian Copyright Appeal Board recommends a thorough study of copyright legislation in Canada, and changing the annual tariff review system to a periodic tariff review, along with an examination of copyright situation.

Hon. Vincent Bliss
Earle Ludgin & Co.
Chicago

Dear Vince:

They call us "the right arm of the law" down here now. Recently when some thugs shot and killed a prominent citizen because they wanted his car for another crime, our program and news departments swung into action . . . we flashed the word to our listeners, urged motorists to be on the lookout for the victim's car, and within the hour one of our listeners saw the murderers fleeing in the auto, called the police and they were captured. The local state police head said, ". . . full credit for the capture of these desperadoes must be given to WCHS." Yes, sir, we're pretty proud of our part in upholding the law.

Yrs.

Algy

WCHS

Charleston, W. Va.

WCKY

the **50,000** *watt voice of Cincinnati*

21 YEARS *Young!*

WDOD

CHATTANOOGA, TENN.
CBS
5,000 WATTS DAY AND NIGHT

first IN ADVERTISING, LISTENER ACCEPTANCE, AND PUBLIC SERVICE

NATIONAL REPRESENTATIVES • PAUL H. RAYMER CO.

The only New Orleans Station using all these means to build Listenership continuously

- 24-Sheet Posters
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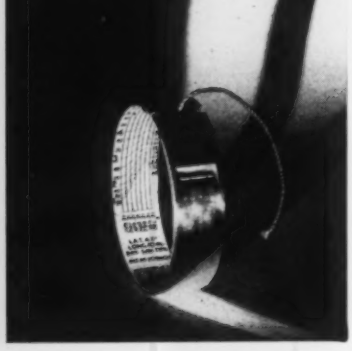
Folks Turn first to-

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY
50,000 Watts - Clear Channel
CBS Affiliate
Represented Nationally by The Katz Agency, Inc.



Premiums are Customer Built by Robbins

THERE'S a reason why the Robbins Company has such an outstanding reputation for producing successful premium promotions.

That reason is best expressed by describing Robbins' premiums as "customer-built". For Robbins' premiums are not mass-produced for various uses by many concerns. They are carefully designed after exhaustive study to do a specific job for a specific company.

It is this combination of knowing what market to reach, and how to reach it most effectively, that produces ideas which spark premium campaigns to new highs—a policy which has brought amazing results for many of America's largest users of premiums.

The Robbins Co.
Ideas in Metal
ATTLEBORO, MASSACHUSETTS

ANNOUNCEMENT of the NBC series of programs in support of brand advertising, "The Name Speaks," is made by the network in a folder issued last week. Prepared by NBC in cooperation with the Brand Names Research Foundation, series consists of 13 quarter-hour programs, to be broadcast by 130 network affiliates. Folder presents pictures and description of participants and program purpose and format.

KYW Booklet Series

KYW Philadelphia is preparing a series of promotion pieces titled "KYW Presents." In line with policy of station's promotion director, Bill Rambo, of keeping programs and personalities before sales representatives at all times rather than only when available, booklets feature all details of programs and personalities involved. A running story is contained in each booklet which also tells of promotion aids, publicity tie-ups and all possibilities of each program and performer. Present and past sponsors are listed and last page shows time rates and availabilities.

Blossoming Branches

A HUNDRED corsage boxes, filled with blossoming branches, were delivered last week by a pretty model to Philadelphia editors, feature writers, radio commentators and program directors to announce that Henry Klein, publicity director of Philip Klein Adv., had "branched out" for himself and opened a public relations office in Philadelphia Stock Exchange Bldg. Mr. Klein had previously been radio director and copy chief for the agency before setting up and heading firm's publicity department.

Baseball Movies

BUD WATSON, sports director of WJR Cleveland, for six months has been exhibiting a 16mm version of the 1945 World Series with accompanying lecture before high school, educational and sports groups as part of promotion campaign in behalf of his nightly sports program. Over 30,000 high school youths have seen film. Until last week officials of the firm owning the Detroit Tigers had not seen movie. Private office showing was arranged.

WOWO Broadside

LETTER and broadside concerning the activities of "The Busiest Gal in the Midwest," Jane Weston, director of the "Modern Home Forum" of WOWO Fort Wayne, Ind., is being sent to timebuyers by the Westinghouse station. Mail pull is cited and piece is bordered by photos from activities in which Miss Weston has participated.

On Public Service Series

TITLED "Foreign Reporter," brochure on public service series of KLZ Denver is being mailed by the station to more than 2,000 civic leaders, agencies and timebuyers. Broadcast concerned is pre-

PROGRAMS

(*Continued from page 90*)

celebration for telecasting at New York, Schenectady, Washington and Philadelphia.

New on ABC Pacific

WRITTEN and produced by Harfield Weedin, new weekly half-hour audience participation program "Take It From There," has started on ABC Pacific stations. Situation is built up with aid of sound effects, gags and actors and then audience participants "take it from there." Feature of new idea-show is hunt for ten needles in a haystack with gifts and cash prizes for finders.

Business Films

NEW TELEVISION program, "American Business on Parade," starts May 15 on WNBT New York, as an outlet for commercial films made by the nation's business organizations. Series will be telecast Wed. 9 p.m.

Children's Forum

WEEKLY half-hour panel discussion by five children of problems that juveniles meet in daily lives began over WOR New York May 11. Featuring Jack Barry as moderator, program is aired Sat. 2-2:30 p.m.

Toronto on Sunday Evening

SUNDAY EVENING activities in Toronto are aired on a new Sunday evening program "Toronto After Dark" on CKEY Toronto. Don Jay, recently added to the staff, produces program.

PROMOTION

sented each Sunday by Dr. Stuart Cuthbertson, director of foreign relations at the University of Colorado. Now completing full year of broadcasts, series is aired by the university in cooperation with the Foreign Policy Association of New York and the Rocky Mountain Radio Council.

PORTFOLIO being distributed by Payne Furnace Co., Beverly Hills, Calif., to dealers and distributors includes eight-inch fibre record which auditions a sample commercial and a brief selling message on other radio material available to dealers for local use. Other media material also is covered. Record plays on regular phonograph.

Trade Paper Deal

WCOP Boston has completed arrangements with The Apothecary, trade paper of 4,700 druggists in New England, for trade deal in which station airs weekly "Your Druggist Speaks" program in exchange for full page ad in monthly journal. To be heard in quarter-hour Saturday morning period, program will present representatives of the drug trade and dramatizations of interest to both local druggists and listeners. WCOP ad will promote use of merchandise tie-up with drug accounts.

Press-Station Deal

PROMOTION exchange has been agreed upon by WWRL Woodside, N. Y., and Chapman Publications, publisher of three weekly Long Island newspapers. Papers will list station's daily programs and program news in exchange for a five-minute newscast over WWRL. Station recently completed similar promotion arrangements with Post Periodicals, publisher of five Long Island papers.

Fan Postcard

FAN POSTCARD being mailed by KYW Philadelphia bears picture of "Herman the Mad Rooster," time signal voice of station's "Morning Salute" program. Reverse of card reads "Herman and I thank you for listening" and bears printed signature of Peter Roberts, program conductor.

Car Card Campaign

CAR CARD advertisement series drawn by Crockett Johnson, creator of Barnaby comic strip, is to be used by WPEN Philadelphia in local promotion campaign. Series will be exhibited in trains of Reading Railroad, Pennsylvania Railroad and on local streetcars and subways.

Resumes Drug-Grocery News

WFBL Syracuse has resumed publication of its monthly Drug-Grocery News after a curtailment caused by war shortages, with a feature inner-spread display highlighting network and local shows. Publication is mailed to 1,800 grocers and druggists in central New York State.

Agency Folder

BROCHURE announcing change of location of Beaumont, Heller and Sperling, Reading, Pa., in progress chart format reads "17 years of steady growth . . . has made this move necessary." Upon opening folder, jump-up arm presents card showing new address, Sixth and Walnut Streets.

WNOX Mail Stuffers

MAIL stuffers are being provided by WNOX Knoxville, Tenn., for local accounts that send out large number of bills the first of each month. On outside cover is an ad for account's own show, while on back cover is a house ad for the account itself. Two inside pages list daytime programs.

Baseball Contest

SPORTS contest is being conducted by KXEL Waterloo, Iowa, to stimulate interest in baseball and sports broadcasts. Listener who picks correct final standings of the teams in the American and National Leagues will receive trip to World Series in the fall.

Mike Technique Guide

AS A GUIDE to improve broadcasting technique of civic groups and other local speakers, KTSA San Antonio, Tex., has prepared a booklet titled "So You're Going on the Air." Script writing and preparation, speech and other matters are covered.

Where to Eat

PROMOTION booklet containing cooking recipes and tips on where to dine has been prepared by WWRL Woodside, N. Y., calling attention to station's "Pat and Mona" series, Mon.-Thurs., 10:15-10:30 a.m.

Mat Service

COLUMN-HEAD design for record review columns is being offered in one-column or two-column mats by the record publicity department of RCA, Camden, N. J., to newspapers and trade papers having record review columns.

KSD Folder

GROUP of pictures taken from a recent KSD St. Louis brochure are presented in folder prepared by the station to review some of the highlights of KSD activities during the past year. Theme is KSD news "exclusives."

Rules Book Offered

ANNUAL Baseball Rule Book of 1946 is being offered each night on WHOM New York by Jack O'Reilly, station's sports director, on his "Latest Sports Picture" program.

KCKN Reminder

PROMOTION PIECE done in several colors has been prepared by KCKN Kansas City to remind agencies and timebuyers that KCKN "programs exclusively for Kansas City listeners."

Promotion Personnel

ROLPH STODDARDS of the promotion department of KGO San Francisco is the father of a girl, Dorothy Anne.

GEORGE TAYLOR, former assistant advertising manager for the linoleum division of Armstrong Cork Co., has been appointed sales promotion director for WTOP Washington. He managed promotion for Armstrong's radio program and prior to that had been with Carson, Pirie, Scott, Chicago.

RHEA DIAMOND, associate publicity director of WNEW New York, has been appointed director of publicity and promotion at WLIB New York, effective June 1.

ROSEMARY WALKER, publicity director of WOAI San Antonio, Tex., is teaching a speech course at San Antonio Junior College night school.

LEE CHETEK has been named promotion director of WSAM Saginaw, Mich.

JERRY BAKER after five years' service in the Army, three of which were overseas, has been appointed promotion director of WPIK Alexandria, Va. Before service in armed forces he did public relations work for United States Polo Assn. and New York World's Fair.

BOB HARE, assistant to **WILLIAM RAMBO**, sales promotion director of KYW Philadelphia, has resigned to join Mutual in audience promotion work under direction of **HAL COULTER**, onetime KYW promotion director.

RICK LaFALCE, public relation director of WWDC Washington, has been appointed executive secretary of the Washington Food Conservation Committee by the District of Columbia Board of Commissioners.

Smith

(*Continued from page 20*)

W. Smith." Often friends would ask what the "W" stood for. He'd grin and say: "Why it means Wonderful—George Wonderful Smith."

Born in Toledo, Aug. 5, 1893, Mr. Smith received his early education in Toledo and entered the newspaper field on the staff of the *Toledo Blade*. He moved to Wheeling in 1923 to join B. W. Hicks & Staff, advertising agency. Later he opened his own agency and on July 1, 1931, shortly after the Fort Industry Co. acquired WWVA, Mr. Smith was appointed managing director.

During the war he was elected acting executive vice president while J. Harold Ryan, who held that post, was serving as Assistant Director of Censorship for Broadcasting and later as interim president of NAB.

George Smith was one of the early agency men to see the value of radio as an advertising medium. Even before he became affiliated with WWVA he wrote and produced programs on that station for his clients. Under his guidance WWVA boasted of many "firsts" in broadcasting, chief of which is the WWVA *Jamboree*, still a prominent program.

Mr. Smith was a tireless worker, often remaining in his office against the advice of friends, particularly after he developed a heart condition. Two years ago he went to Florida for a much-needed rest. After recuperating he returned to work harder than ever, according to his associates.

Taking a keen interest in civic affairs, Mr. Smith was president of the Valley Board of Trade, chairman of the Wheeling Community Fund, member of the board of directors, American Red Cross; member of the board, National Exchange Bank; director of the Wheeling Country Club; past president of the Wheeling Rotary Club, and radio chairman of all Wheeling community campaigns for several years.

In 1936 when WWVA issued a brochure celebrating its 10th year on the air, Mr. Smith wrote: "No service, regardless of its scope or perfection, can rest content on the laurels of past performance . . . Perhaps there is no industry that holds greater possibilities for future development than does radio broadcasting. Television will soon be here and with it will come almost unbelievable advancement in broadcasting. It is safe to assume that the 10 years ahead of us will completely overshadow the 10 years which have passed, that is, if we are to keep faith with those we serve."

Mr. Smith, who was completing his 15th year with the Fort Industry Co., was vice president of St. Marks Lutheran Church, Elm Grove. He is survived by his wife, Marcelia Rasch Smith; two daughters, Susan and Gertrude; his father, J. Fred Smith, a brother and a sister of Toledo.

Paramount-NBC Tussle Over Louis-Conn Video Rights Seen

AN UNSCHEDULED tussle between two television factions loomed last week as a possible preliminary to the Joe Louis-Billy Conn heavyweight title fight June 19.

Brig. Gen. John Reed Kilpatrick, president of New York's Madison Square Garden Corp., admitted that "negotiations were going on with Paramount" for telecasting the championship fight in a New York theatre.

Fortnight ago, John F. Royal, vice president in charge of television, announced the network had obtained "exclusive" television rights to the fight [BROADCASTING, May 6].

Gen. Kilpatrick said that plans were as yet indefinite for the Paramount venture since "at the moment there is no equipment available."

Paul Raibourn, chief of Paramount's television department, said last week that the company hoped to have its system in operation "within a couple of months" but he refused to discuss the possibility that its preparation could be speeded in time to televise the Louis-Conn fight.

NBC simply reiterated its original announcement that it had bought from Mike Jacobs president of the Twentieth Century Sporting Club, which is promoting the title match, "all" television rights to the bout.

ATS Reelects Shupert

GEORGE T. SHUPERT, assistant to the president, Television Productions, Paramount Picture subsidiary, was reelected president of American Television Society for 1946-47 at the group's annual business meeting Thursday in New York. Other new officers include: Vice president, Ralph Rockafellow, Buchanan & Co.; secretary, Dian Dincin, WABF New York; treasurer, Arch U. Braunfield, certified public accountant.

Fitzpatrick

(*Continued from page 18*)

testimony before the FCC as a clear channel station witness. One of the most colorful figures in radio, he was president of the NAB in 1935-36. Recently, he gained national prominence as the first station executive to eliminate middle commercial announcements from news broadcasts. Several years ago he launched a crusade to prohibit the swinging of old familiar tunes.

An ex-newspaperman, "Fitz" started in radio with WDAF of the *Kansas City Star* in the early 20's. He became the "Merry Old Chief" of the famed Kansas City Nighthawks, in radio's DX days. One of the earliest announcers in radio, his colleagues included Lambdin Kay, Bill Hay, George Hay, Gene Rouse, Harold Hough and John Schilling.

"Fitz" went to Detroit in 1925 as program director of Jewett Radio Co., which then owned WJR. Four months later he liquidated the bankrupt organization, separating the station from the parent company for two years of independent operation. In 1927 he interested Mr. Richards in purchasing the station and became its vice president and general manager.

NAB

(*Continued from page 16*)

cils to be set up in every community having a radio station. Both local and national selections would be made.

The new Program Dept. will serve as a clearing house for the best ideas of stations, networks and other plans, forms and methods that have proved popular or socially useful. Thus ideas which have worked out locally can be extended to other communities.

The department will guide broadcasters in effective use of local talent and program material, including musicians, speakers, organizations and other entertainment and information sources.

Third goal will be general strengthening of the whole broadcast program structure. Means to carry out this phase of the project including proposals for industry self-discipline, were discussed by the board.

Three More Locals Win FCC Grants

Huntington and Birmingham Get Proposed CPs

CONSTRUCTION COSTS of $10,850 are contemplated by Idaho Broadcasting Co. for the new standard outlet at Boise for which FCC granted a construction permit May 3. The grant, for use of 1340 kc with 250 w, was announced with proposed grants for new local outlets at Huntington, W. Va., and Birmingham, Ala. [BROADCASTING, May 6].

Idaho Broadcasting is owned by Frank C. Carman, general manager of KUTA Salt Lake City, and David G. Smith, Jack L. Powers, and Grant R. Wrathall, Washington consulting engineer, all of whom are associated in the ownership of KUTA.

Huntington Broadcasting Corp., which received a proposed grant for a $17,000 Huntington station on 1450 kc with 250 w, is owned by William James Newton (50%), Norfolk banker and businesman; Flem J. Evans of Huntington (49%-plus), formerly with WPAR Parkersburg, WCHS Charleston, and WSAZ Huntington, and his wife, Charlene Evans.

Thomas N. Beach, who received proposed grant for a Birmington station on 1490 kc with 250 w, is owner of a real estate and mortgage business in Birmingham. He estimated station would cost $12,100.

Meanwhile, Commission reported that the grant to KWHN Broadcasting Co. for a new station at Fort Smith, Ark. [BROADCASTING, May 6] is for use of 1320 kc with 5 kw day and 500 w night, rather than 5 kw day and 1 kw night as first announced.

Television Withdrawals At 57; Dropouts Cancel Hearings

MORE THAN a third of all applications originally filed for television have withdrawn from the field, a check by BROADCASTING revealed last week. Dismissals reached 57 by the close of Friday, when 95 applications were still pending.

Since April 5, FCC records showed, 29 applicants have withdrawn from television. Latest dropouts include Consolidated Broadcasting Corp., Fox West Coast Theatres, and Warner Bros., all of Los Angeles; the Journal Co., Milwaukee (WTMJ), which relinquished its video construction permit; Travellers Broadcasting Service Corp., Hartford (WTIC); Thomas Patrick (KWK), Star-Times Publishing Co. (KXOK) and Globe-Democrat Publishing Co., all of St. Louis; WDEL Wilmington, Del.; A. Frank Katzentine, Miami Beach, Fla. (WKAT); and J. E. Rodman, Fresno, Cal. (KFRE).

As withdrawals have increased, the number of new applications has fallen. Commission records show that only five new applications have been received during the last two months. These are: Western Reserve U., Cleveland; *Toledo Blade*, Toledo; Radio Television of Baltimore Inc., Baltimore; Carter Publications Inc., Fort Worth, Tex. (WBAP); and Chronicle Publishing Co., San Antonio.

CBS color developments, realization of the high cost of operation, and confusion regarding the receiver situation have contributed to the decision on the part of applicants not to enter the field at this time, according to attorneys who have filed for withdrawals.

The withdrawals have resulted in cancellation or continuance of hearings which had been scheduled in Baltimore, Cleveland, Detroit, Lancaster, Providence, Pittsburgh and Harrisburg, Pa. Next hearings are to be held May 20 in Los Angeles where eight applicants are competing for seven available channels.

5000 WATTS 1330 KC.

WEVD

ENGLISH • JEWISH • ITALIAN

National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.

Send for WHO'S WHO on WEVD

WEVD — 117 West 46th Street, New York, N. Y.

WLW

700 ON YOUR DIAL

THE NATION'S MOST MERCHANDISE-ABLE STATION

Clear Channel

(*Continued from page 17*)

the network officials who explain "what they think the committee should have on its mind."

Layne Beaty, farm editor of WBAP, testified on the station's service to agriculture. Under questioning by Mr. Becker, he said farm directors of other stations have appeared on farm programs on WBAP and that he has appeared on programs of other stations.

Mail Surveys

Dr. Myron Heidingsfield, market research consultant, testified on an analysis of six mail surveys conducted by the Reuben H. Donnelley Corp., New York, of rural program preferences and listening habits. The surveys were for WBZ Boston, WCAU Philadelphia, KDKA Pittsburgh, WHAM Rochester, WLW Cincinnati and WSM Nashville. Areas between the 2 mv/m and .5 mv/m contours of the stations were covered through sampling.

Dr. Heidingsfield said the results were similar in some respects to the Bureau of Agricultural Economics survey but differed substantially in others. The Donnelley findings showed considerably fewer listeners dissatisfied with programs than the BAE, he said. "People only state program preferences in terms of what they know," he observed.

During discussion on survey techniques, he said he did not condone "quota sampling" although "even haphazard sampling sometimes comes out amazingly accurate." Quota sampling has reliability when verified by actual determinations, as in the Gallup election polls. If Dr. Gallup comes within 1½% of the election results, it is a "permissible error," he said.

A comprehensive study of 763 fulltime stations to determine the principal factors contributing to earnings was presented by John H. Teeter of John H. Teeter and Associates. Prepared for the Clear Channel Broadcasting Service, the study was based on an examination of FCC records and was made with the understanding that competitive information would not be disclosed.

Mr. Teeter cited data showing that stations on the lower frequencies fare better than those on the higher frequencies, that network affiliates do better than non-affiliates, and that CBS and NBC affiliates do better than ABC or Mutual outlets.

Time Sales Comparison

He found that a Class I-B station enjoys the highest time sales in the industry and that five 250 w stations exceed the lowest I-A station in broadcast income. He noted that all of the 50 kw Class I-B stations exceed the lowest I-A station in income and all but one exceed the lowest I-A in time sales.

Questioned by Mr. Spearman, he said he would deduce that a competitive situation in rates would contribute to the fact that Los Angeles, with 14 stations, has less total time sales than Detroit, with only seven stations, although the metropolitan populations of the two cities are comparable.

Julian J. Nielsen, of the Teeter organization, testified that the work sheets used in the preparation of the study have been kept confidential and will be destroyed when they are no longer needed, in accordance with Commission policy.

Monday Afternoon

Martin Campbell, general manager of WFAA Dallas, which divides time with WBAP, testified at the Monday afternoon session that WFAA, on the air since 1922, "has made non-national network originations total 45% to 50% of the time on the air."

He said that WFAA carries six newscasts daily, with only 8% of news time from a network (NBC). In a sample week, he pointed out, 13.4% of news coverage was devoted to news of special interest to farmers.

Market reports are given on each news broadcast "and separate news stories are carried when market developments demand," he asserted. Five weather reports are given daily within the newscasts, plus a comprehensive forecast and report directly from the Weather Bureau.

He said the station works closely with a radio committee of the Dallas Pastors Assn. and other groups in presenting religious programs "on a noncommercial and nondiscriminatory basis." Dr. J. T. Carlyon, professor of Christian doctrine at Southern Methodist U., is employed by WFAA and presents daily "sermonettes."

Mr. Campbell noted that Victor Schoffelmayer, agriculture and science editor of *Dallas Morning News*, is agriculture adviser of WFAA and makes farm broadcasts weekly. Under cross-examination by Mr. Becker, he said Mr. Schoffelmayer spends "not very much time" with WFAA and that the station has no other fulltime farm service employes.

"Largely through the efforts of WFAA," he said, the *Texas Farm and Home Hour* was established in 1934 by Texas A. & M. and the Texas Quality Network.

Educational programs carried by WFAA, he said, include *Texas School of the Air*, used by 3,000 schools through Texas Quality Network. He said 60% of schools using the broadcast reported hearing it over WFAA.

Mr. Campbell declared that a wartime exodus from rural areas resulted in a revision of program plans to give more attention to urban audiences and war workers. Now, sensing a reversal of this population shift, he said WFAA is conducting further studies and is making plans for extension of farm programming.

Safford Witness

Mr. Campbell, only witness for WFAA, was followed by Harold A. Safford, program manager of WLS Chicago. The WLS presentation was started May 1 but was cut short by a fire alarm in the Archives Bldg. where the session was being conducted [BROADCASTING, May 6].

WLS policy, Mr. Safford asserted, has "consistently featured the service motive above profits." Newscasts, he said, are never sold or sponsored, but may be preceded and followed by commercial announcements. Time and temperature announcements, he said, are given at each station break.

During four sample weeks in 1944, 1945, and 1946, he said that time devoted to newscasts ranged from 13.5% to 17.93%; to educational programs, 2.06% to 5.01%; religious programs, 2.58% to 4.36%; general public service (war bonds, scrap drives, armed service programs, etc.), 1.26% to 1.47%; women's programs, 3.18% to 6.81%; entertainment, 47.69% to 51.29%.

Music used on the station, he declared, is "homey and familiar," and "hot jive music" is banned. He cited the *National Barn Dance*, a four-hour broadcast on Saturday nights, as one of the highlights of WLS entertainment.

Cline Reviews Activities

William R. Cline, WLS assistant administrator, reviewed off-the-air public service activities with particular reference to disaster relief campaigns; food kitchen and clothing stations sponsored during the depression; "Christmas Neighbors Club," and various projects for the needy. He praised WLS listeners for assuring success of the projects through their response to the station's requests.

Glenn Snyder, WLS manager, who testified during the previous week, was recalled for brief cross-examination. He estimated that "as much as 50%" of WLS' $653,000 overall programming budget was spent on farm programming.

At the Tuesday morning session Ralph W. Hardy, public service director of KSL Salt Lake City, re-

Oh Haley!

IN BETWEEN his detailed and sometimes relentless cross-examination of witnesses at the clear channel hearings, Louis G. Caldwell, counsel for the clears, was always able to inject a little humor. During questioning Thursday of William B. Lodge, CBS chief engineer, regarding nighttime coverage maps introduced into testimony, Mr. Lodge replied: "You're asking about the maps that were haled into court this morning?" "Yes, Haley'd into court," replied Mr. Caldwell, referring to Andrew G. Haley, ABC counsel, who had requested the subpoenas which produced the evidence.

CAPT. HARRY C. BUTCHER (c) and his bride, the former Mary Margaret Ford of New York, as they were married May 7 at Bryn Mawr, Pa. At right is Stephen T. Early, secretary to the late President Roosevelt. Capt. Butcher, former CBS Washington vice president and wartime naval aide to Gen. Eisenhower, and Mrs. Butcher will reside in Santa Barbara, Calif., where the groom was granted a new station construction permit two weeks ago [BROADCASTING, May 6]. Mrs. Butcher is the sister-in-law of Arthur E. Pew, vice president of Sun Oil Co. John Charles Daley, CBS commentator, was best man at ceremony.

newed the station's claim of need for "increased transmission facilities." He pointed out that KSL applied for 500 kw in 1936 but that the application was dismissed without prejudice under the FCC's wartime "freeze" policy.

When he referred to "an increase of power to KSL in excess of 50,000 w, or its assignment to a lower frequency," Mr. Hardy was asked by Comr. Jett, who was sitting in on the hearing, whether he meant KSL would be willing to take a lower frequency with 50 kw (the station is now on 1160 kc). Mr. Hardy agreed generally, but under questioning by Ernest L. Wilkinson, KSL counsel, he said he would defer to engineering judgment.

Submitting maps and other data designed to show "the strategic location of KSL as a clear channel station," he maintained it is "not economically feasible to relocate a clear channel station with equal efficiency of service in the vast Inter-Mountain area" which KSL serves; that KSL must have unlimited time for operation and be protected by continuation of present rules regarding Class II stations on clear channels; and that there is less overlapping of program services within the Inter-Mountain area than elsewhere.

Program Board

KSL's program policy, he said, is to meet the desires and requirements of as great a representative part of its audience as possible. A station program board interprets program standards and policies, he explained.

Mr. Hardy pointed out that KSL President J. Reuben Clark Jr., is a member of the First Presidency of the Church of Jesus Christ of Latter-Day Saints, "which indirectly controls KSL, and which accounts for KSL's long-established policy of placing public service above private gain."

Mr. Hardy submitted figures designed to show that "in every instance the percentage of program expenses for KSL is higher than those for the industry average (of stations with sales over $25,000 a year), and the percentage of KSL total broadcast expenses devoted to sales are consistently considerably lower."

Broadcast time during the last two years, he said, has been about equally divided between local and network originations.

KSL's schedules, he said, "in the main" are well-balanced with findings of the BAE survey of rural listeners.

Lennox Murdoch, KSL station relations director and former farm director, said KSL had been interested in its rural audience "from the start." In 1944, he said, he was assigned to make a survey of farmer preferences and build "as strong a farm program as possible."

One result, he reported, was a five-a-week program from 12:30 to 12:45 p. m., *This Business of Agriculture*, which offers news, weather and market data, and dramatized discussions of farm problems. KSL withdrew this time from national sponsorship "even though it was preferred time," he added.

More recently, Mr. Murdoch said, a Monday-through-Friday show from 6:30 to 7 p. m., *Farm Breakfast Roundup*, has been started. Other regular farm shows, he said, include *Utah State Agricultural College* presented Saturdays from 12:15 to 12:30 p.m. by experts of the college. To a question by Commissioner Jett, he said KSL broadcasts no evening farm programs except on special occasions, but does broadcast nightly frost warnings in season.

"In talking with agricultural leaders throughout the Inter-Mountain region I always come away impressed with the extreme need for a stronger KSL daytime signal," Mr. Murdoch said. Commissioner Jett asked whether this meant the nighttime signal is satisfactory, and Mr. Murdoch said he thought the night signal in most areas is adequate.

Clyde C. Edmonds, general manager of Utah Poultry Producers Cooperative Assn. and president of Associated Poultry & Egg Industries of the U. S., appeared for a number of farm organizations, asking for maintenance of KSL's clear channel status and for increased power.

Dr. Elmer G. Peterson, president of Utah State Agricultural College for 29 years, made a similar request on behalf of five colleges and about 24 farm agents of Utah, Wyoming and Idaho. He saw radio as playing a "major role" in adult education and maintained that therefore "at least one" clear channel station with "adequate power" be retained in each major region. He suggested that the atom bomb is one factor which might make it imperative to "command" the population readily by clear channel radio.

A question of "Government ownership of radio" was raised by Mr. Spearman when Mr. Becker, questioning Dr. Peterson about educational broadcasting, suggested that "resources of a nation are as great as the resources of any separately owned station." Mr. Becker said he had no intention of making such an implication, but was merely indicating the resources of Government-supported institutions for broadcasting.

WCAU Appearance

Presenting testimony for WCAU Philadelphia, Dr. Leon Levy, president, said WCAU has always maintained pre-eminence in the field of public service. It was the "first station to break the taboo against public discussion of venereal disease," he said.

He declared that a crusade for better drinking water by the station resulted in bringing to Philadelphia a new water supply and brought WCAU several awards.

He said that 1,500,000 rural people live within the WCAU area, of whom 400,000 live on farms. Farm programs have been an important part of the station schedule for more than 20 years, he testified.

Dr. Levy said WCAU "does not accept startling or offensive announcements, regardless of product. Nor does it accept programs advertising laxatives, weight reducers, kidney remedies and such other products as are taboo by decent society." He added that the approval of the County Medical Society is obtained regarding the substance of and claims for medicinals presented upon any program.

He said the station permits no direct or indirect tie-in between the news and the commercial and is "very discriminating" as to the type of news sponsor accepted.

He said the station is now planning a new building to occupy an entire city block in central Philadelphia to cost more than $2,000,000 which will house broadcasting, television and facsimile activities. The building will have a 600-foot tower, he said.

Dr. Levy testified that should the Commission decide to allocate

(*Continued on page 96*)

67th Market
TRI-CITIES
ROCK ISLAND - MOLINE
DAVENPORT
Largest market in Illinois and Iowa, outside of Chicago.
WHBF
BASIC MUTUAL 5KW 1270KC

5000 WATTS
OF
SALES POWER
WILL BE AT YOUR
SERVICE SOON!
CHNS
HALIFAX NOVA SCOTIA
"Maritimes Busiest Station"
JOS. WEED & Co.,
350 Madison Ave., New York
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PUBLIC SERVICE · SPORTS · MUSIC · NEWS · VARIETIES · DRAMA
Keyed to the LOS ANGELES plus LONG BEACH MARKET
KGER
5000 WATTS FULL TIME
NATIONAL REPRESENTATIVE
JOS. HERSHEY McGILLVRA, Inc.
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The PACIFIC NORTHWEST means
SEATTLE TACOMA
KIRO
The Friendly Station
50,000 Watts
710 KC
CBS
SEATTLE, WASHINGTON
Represented by FREE & PETERS, Inc

Clear Channel

(*Continued from page 95*)

higher power to clear channel stations, Philadelphia is as important a location as any from which to render a clear channel service.

Questioned by Mr. Spearman regarding the employment of the Donnelley organization to make a survey of WCAU rural listener preferences, he said he had no faith in surveys "especially after listening to the first two days of the hearing" (when FCC Census Bureau survey was presented).

Questioned by Comr. Hyde as to why WCAU does not sell time for controversial issues, he said it would be unfair and would cause propaganda by those who could best afford to spend the money.

"I think it is a cleaner and healthier operation when you can give the time to both sides," he said. Dr. Levy explained that discussion of political issues during an election campaign, for which time is sold, does not come into the station's classification of controversial subjects.

Wednesday Morning

Mr. Haley opened Wednesday's session with a request that J. H. Teeter & Assoc., who prepared the financial data submitted Monday, provide a breakdown of one table to show earnings and expense data of Class I stations by network affiliation without regard to population. He said his client, ABC, would pay for the work. Mr. Caldwell objected, contending that the clear channel group, which employed Mr. Teeter to make the study, should not have to help ABC prepare its case. Comr. Hyde ruled that Mr. Haley could secure the information otherwise and submit it later.

General Manager John M. Outler Jr. of WSB Atlanta, the *Atlanta Journal* clear channel station, said WSB's history is divided into three periods: Infancy, when operated noncommercially from 1922 to 1929; adolescence, when it "went commercial" and became a full affiliate of NBC in 1929; and adulthood, dating from 1940 when management was reorganized and J. Leonard Reinsch, now radio director of WSB, WIOD Miami and WHIO Dayton (and radio adviser to President Truman), was made policy administrator.

In 1940, he said, WSB inaugurated its own news department; set up a farm department under a full-time farm director; organized production and special events departments; expanded the program department; put into service a new 653-foot vertical radiator at the transmitter; activated an artists' bureau to handle station talent; helped reorganize the Georgia Broadcasters Assn.; departmentalized the station and organized an executive council of department heads to handle management of the station and interpret policies.

In the last six years, he said, WSB has averaged 8½ hours of local live and transcribed programs daily.

Situation Reversed

FCC COMR. Rosel H. Hyde, who conducted the clear channel hearings during the last two weeks, occasionally had to hold down two of his former bosses when they engaged in hot arguments during the proceedings. Louis G. Caldwell, counsel for the Clear Channel Broadcasting Service, was general counsel for the old Federal Radio Commission in 1928 when Mr. Hyde was a young law clerk. Paul D. P. Spearman, counsel for the Regional Broadcasters Committee, was general counsel in 1934 of the FCC, which succeeded the FRC.

Mr. Outler described WSB as "never aggressively commercial," with all sales activities handled by one man and a secretary. "We even have three janitors," he quipped, adding that 1945 program expenses (including payrolls) totaled $147,676 while selling costs were $81,339 including $18,198 in local payroll, travel expenses, etc.

Commercial time in 1945 totaled 59.02% and sustaining 40.98%, he declared. He said 95% of time sales revenues come from the network and from national sales handled by WSB's national representative.

Regarding farm programming, he said WSB started a daily farm broadcast of approximately one hour's length in 1926, continuing it until 1933 "when a slight upheaval in Georgia politics" unseated the State College of Agriculture president who was supervising the program. From then until 1940, he said, *National Farm and Home Hour* (started in 1928) was "our main farm service, complemented by other farm broadcasts which seemed worthwhile."

Mr. Outler said that with the employment of a farm director in 1940 WSB started *Dixie Farm and Home Hour*, produced with the aid of agricultural agencies and "not for sale." Nor, he said, are the farm director's services available for commercialization. He said weather reports are broadcast eight times daily, and that market data are popular with both urban and rural listeners.

Under cross-examination by Mr. Spearman, Mr. Outler said program service between 8 and 11 p.m. is "almost entirely network," but that local productions are presented from 6 to 8 p.m.

J. Frank Burke, who with his family controls KFVD Los Angeles, which operates limited time on 1020 kc to protect the dominant station (KDKA Pittsburgh), urged that the Commission amend its rules to permit stations to operate nighttime on clear channels when no "substantial" service area of dominant stations will receive objectionable interference thereby.

Development of directional antenna, extension of network affiliations, and greater selectivity of present radio receivers, Mr. Burke declared, have made it unnecessary to "protect" clear channel stations in order to provide service to some areas.

Mr. Burke said it would be "several years" before FM can adequately meet the radio needs of the West.

Questioned by Mr. Becker, he said KFVD has an "editorial policy" and tries to give the "other side" of news as distinguished from that broadcast by other stations. He said the station does "not very particularly" try to balance such presentations with opposing views because the latter usually have been so thoroughly aired that there is no particular request for an answer on KFVD. He said he had never refused any request for time to answer, however.

Questioned by Mr. Caldwell, Mr. Burke said his station carried no farm service broadcasts and that most of its programs were recorded. He agreed that KPAS Pasadena, which he formerly owned, was sold in accordance with the FCC's duopoly rules.

Wednesday Afternoon

A vigorous attack against the Regional Broadcasters Committee was made by Mr. Caldwell at the Wednesday afternoon session when Mr. Spearman announced that the RBC had no testimony to offer at the current proceedings and would rely henceforth on engineering data to be introduced when the hearings resume July 1.

Mr. Caldwell charged that the regional group had assumed the role of "prosecutors" of the clear channel stations during the hearings and that certain "ringleaders," headed by Ed B. Craney, owner of KGIR Butte, Mont., were responsible. He said the clear group would be "naive" if it did not know that Mr. Craney, with Sen. Wheeler (D-Mont.) behind him, was directing the attack. Mr. Craney, he said, wants to get 660 kc for his station, a regional on 1370 kc.

Asserting that clear channel witnesses have been cross-examined by regional counsel on matters that do not involve engineering data, Mr. Caldwell asked that the members of the executive committee of the RBC be required to testify so that the arguments could "come out in the open." He said he wanted to inquire into the backing of "the small group" responsible for the attack.

Comr. Hyde interrupted several altercations between Mr. Caldwell and Mr. Spearman to say that he "would not entertain this type of argument." The Commission would

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decide the case on the issues relevant to the proceeding, he said, and would not be influenced by the interests of certain broadcasters.

Comr. Hyde said he saw no reason to call in the regional broadcasters for the current sessions but that it would be for the Commission to rule when it sits en banc during the July hearings whether the broadcasters should appear at that time.

At Mr. Caldwell's request, Mr. Spearman gave the names of the members of the RBC executive committee as follows: John Shepard 3rd, chairman of the board, Yankee Network, chairman; T. A. M. Craven, vice president of Cowles Broadcasting Co. in charge of technical operations, vice chairman; Campbell Arnoux, president of WTAR Norfolk; Mr. Craney; Edgar L. Bill, president of WMBD Peoria; and Walter J. Damm, president of WTMJ Milwaukee.

Spearman Replies

Mr. Spearman replied to Mr. Caldwell's charges with assertions that he had not seen Sen. Wheeler since the Commission scheduled the current hearings, that Mr. Craney "didn't have a bloomin' thing to do" with his direction of the regional case, and that he had offered to furnish any testimony which might contribute to the issues in the proceedings but that Mr. Caldwell had nothing to suggest.

Questioned by Mr. Caldwell regarding meetings held by the RBC committee, Mr. Spearman said there was a meeting in New York at which it was decided that the regional group would prepare engineering data for the hearings and that it would inquire of clear channel witnesses how their programs differed from regionals. It was also agreed, he said, that Mr. Craven would consult with Mr. Spearman regarding procedure.

When Mr. Caldwell asked whether Mr. Craven was given full authority to determine the regional procedure for the hearings, Mr. Spearman replied: 'No, Mr. Craven is a sorta balance wheel to keep me from going nuts."

Mr. Caldwell pressed his request to examine the regional broadcasters and said he would ask that members of the executive committee be called when the hearings resume in July.

"This is the most important proceeding ever held before the Commission," he said. "The fate of rural service is at stake."

A listing of NBC stations carrying the *National Farm and Home Hour*, as of March 2, was put in the record by Mr. Becker, along with other data requested at previous sessions. The listing showed 48 stations carrying the program on a sponsored basis and 89 carrying it on a sustaining basis.

Other exhibits showed the NBC sustaining program, *Consumer Time*, carried on 89 stations and the ABC sustainer, *American Farmer*, carried on 76 stations during January.

Dr. Dallas W. Smythe, FCC chief economist, and Dr. A. Ross Eckler of the Census Bureau, gave further testimony on the Census survey of radio reception in rural areas, introduced into evidence at the outset of the current hearings.

OFFICIAL sash and title, "Miss Tomato 1946," is conferred by Doug Silver, president of the new WIRA Fort Pierce, Fla., on the recently selected Tomato Queen of St. Lucie County. WIRA plans to use equipment test programs of the tomato festival when the station goes on the air May 15.

Thursday Morning

Thursday morning's session opened with submission by CBS and NBC of nighttime listening area maps of owned and affiliated tations as stipulated in the subpoenas secured May 3 by Mr. Haley on behalf of ABC [BROADCASTING, May 6].

Harper Carraine of the CBS research department said the CBS maps were made from a survey conducted in the spring of 1944. He said approximately 250,000 questionnaires were sent out, handled by Industrial Surveys Inc., and that the overall U. S. return was about 75%.

Questioned by Mr. Caldwell, he said the survey showed the CBS network has an actual net weekly circulation of about 76% of U. S. radio families daytime and about 83% nighttime. These, he explained, are the percentages of radio families who reported they listened at least once a week to at least one CBS station. He made a distinction between "coverage area" and "listening area," and asserted that CBS has "some coverage" over most of the U. S.

To another question by Mr. Caldwell, he agreed that the maps do not show the quality of signal received or the extent of overlap among CBS outlets.

Hugh Beville, NBC director of research, said NBC maps were made up from a survey, using a different type of questions, conducted March-May 1944. He reported that 3,123,950 postcard questionnaires were sent out and that there were about 221,000 usable returns. Results were received and tabulated by IBM Service Bureau, he asserted, reporting that they showed "10% or better" regular listening to NBC outlets in all counties in the U. S. save one in Florida.

Mr. Becker suggested it might be helpful to the Commission to have a list of counties in which there is duplication of service by NBC owned and affiliated stations of all classes, and a similar list for CBS duplications, if such information could be secured "expeditiously." After CBS objected that such a compilation would take "considerable time and cost several thousand dollars," the request was withdrawn with the understanding that it might be renewed later.

William B. Lodge, CBS director of general engineering took the stand to offer additional testimony regarding the FM network plan proposed by CBS President Frank Stanton.

He submitted a list of cities in which the 200 FM stations projected by Mr. Stanton would be located to serve 87.4% of U. S. population, and a map showing location of two million-watt and three 50-kw AM stations to serve remaining areas. Revising the plan outlined by Mr. Stanton, he proposed that the million-watt outlet projected for "eastern Colorado" operate both day and night (instead of night only), supplemented at night by the proposed million-watt station in "northern Kentucky" and in daytime by three 50-kw stations.

He estimated construction of the 200 FM outlets would cost $8,270,000 (not counting offices and studios) and that annual operating costs would be $3,320,000.

Construction of the two 1,000-kw outlets was estimated at $1,760,000; of the three 50-kw stations, $780,000. Direct operating cost of the 1,000-kw fulltime (19 hours) station was put at about $265,000 annually; of the nighttime 1,000-kw station, $153,000; of the three 50-kw daytime stations, $110,000.

The CBS AM coverage map suggested that the fulltime 1,000-kw station operate on 600 kc; a 50-kw station in north central Idaho and one in Arizona operate on 590 kc, and that the third 50-kw outlet, in west central Nevada, operate on 610 kc. The 1,000-kw station in "northern Kentucky," according to the original proposal, would operate on 1,000 kc.

Cross-examined by Mr. Caldwell, Mr. Lodge estimated that a single 1,000-kw transmitter would cost $600,000—based on estimates received from manufacturers. Other items, including $60,000 for antenna and ground system and $50,000 for the building, would total

(*Continued on page 98*)

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GREENSBORO
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The POPULAR Station
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Clear Channel

(*Continued from page 97*)

$280,000 for each high-power station.

Operation of the fulltime 1,000-kw transmitter, Mr. Lodge said, contemplates employment of 13 technicians at salaries totaling $53,300; a $126,000 outlay for power, $70,000 for tubes, $8,000 for supplies and repairs, and $8,000 for miscellaneous items. In the operation of the nighttime high-power station, he contemplated expenditures of $30,100 for salaries; $35,000 for tubes, $78,524 for power, $5,000 for supplies and repairs, and $5,000 for miscellaneous expenses.

The 50-kw transmitters, Mr. Lodge said, would cost about $110,000 each; antenna and ground system $50,000, and building $40,000.

Plan Feasibility

When the hearings convened Thursday afternoon, Mr. Caldwell questioned Mr. Lodge for about two hours regarding the feasibility of the CBS plan. On several occasions, Julius Brauner, CBS counsel, objected to his line of examination on the ground that engineering matters were not involved.

Mr. Caldwell attempted to tie the Stanton proposal with what he declared was a long existing opposition by CBS to higher power. He referred to proceedings before the Commission in 1936 and again in 1938 during which, he said, CBS took a position against higher than 50 kw power.

Facilitation of FM development, as provided by the CBS plan, he indicated, fitted in with efforts of four networks in New York to increase their foothold on radio. The plan involves the question of too few having control of too many, he said.

When Mr. Caldwell persisted in questioning Mr. Lodge for details on the type of reception rural listeners would get from the 200 FM stations in the CBS plan, Mr. Brauner interrupted: "Mr. Chairman, Columbia and its executives are not in the habit of making reckless statements. I think the record before the Commission will show that."

In reply to various questions, Mr. Lodge declared:

That the 200 FM stations in the plan would cover 85% to 90% of the nation's population.

That the plan conforms to the FCC Standards of Good Engineering Practice.

That it is designed to reach the aggregate population of the U. S. rather than specific areas.

That reception in the 5 m/v contour would be substantially better under the plan than what many rural listeners now receive from the best AM service.

That, by and large, listeners in the eastern half of the country would live close enough to one of the 200 FM stations to receive good service.

That the smallest town in which the plan would locate a station is 18,000.

That there are fluctuations in FM signals just as in AM.

That it may take five years to "answer all the questions" about FM reception.

Questioned by Mr. Becker, he said the plan would also give better AM coverage to rural listeners than is provided by present allocations.

Breakdowns Introduced

Vail W. Pischke, of the law firm of Kirkland, Fleming, Green, Martin & Ellis, of which Mr. Caldwell is senior member in its Washington office, introduced into evidence two extensive studies of population breakdown of all cities of 10,000 or more and all counties in the U. S. to show population employed in agriculture and in other activities.

With conclusion of testimony for the current sessions, Commissioner Hyde announced the hearings would recess until July 1 to receive engineering data. When Mr. Caldwell expressed doubt the necessary studies could be completed in time to meet this schedule, Mr. Becker said July 1 would be the "outside date," in conformity with a ruling by Acting Chairman Denny at the outset of the proceedings last month. Questioned regarding the duration of the July hearings, he said two weeks would be a "low estimate."

NBC CLINIC PLANNED ON CHICAGO SHOWS

PROGRAM MANAGERS and production directors of 56 NBC affiliated stations will attend a two day program clinic, June 6-7, conducted by the NBC Central Division, according to Jules Herbuveaux, CD program manager.

More than 75 affiliate executives are expected to attend to exchange ideas of program policies and techniques with NBC department heads. I. E. Showerman, general manager of this division will address the opening session of the meeting June 6. Other speakers include Clarence L. Menser, NBC president in charge of programs, and Thomas McCray, Eastern Division program manager, who will address business sessions. The affiliate executives will see demonstrations of NBC sound conducted by Tom Horan, transcription service by Edward Cerny and news and special features by William B. Ray. One of the top subjects up for discussion will be NBC's recently announced plans for increased Chicago production. NBC officials plan to offer program ideas and scripts unable to be used due to time restrictions to NBC affiliates and to absorb part of the cost of production.

The meeting will also include a demonstration of television programming and production at the studios of WBKB, Chicago video station, under supervision of William C. Eddy, station director.

New Estimates of Radio Set Ownership To Appear Soon, NAB Group Informed

NEW estimates of radio ownership, calculated as of Jan. 1, 1946, will be made available in a short time, the NAB Research Committee was informed at a meeting held Thursday at the Statler Hotel, Washington. The estimates will be provided by BMB, which has been working closely with the Census Bureau.

Past estimates have been made by the NAB Research Dept. in cooperation with Census, and announced the first of each year, but BMB was selected to do the job because of its close contact with the public, stations, networks and other industry elements in connection with the coverage surveys now under way.

May Resume Handbook

Committee members reviewed the program outlined by Kenneth H. Baker, NAB Director of Research, who met with the group for the first time. Dr. Baker recently took over his NAB post. He acted as secretary of the meeting.

The Committee felt NAB should continue publication of the *NAB Market Data Handbook*, first published in 1943. Up-to-date data will be prepared if funds are made available.

Definitive analysis of audience rating services will not be undertaken at this time, it was decided, since some of the services are in the process of revising their methods. The Research Dept. will continue to examine them, however, and prepare an analysis when changes have been completed.

Publication of the complete report on the National Opinion Research Center's study of what the audience thinks of broadcast service is planned by July 1, as scheduled, the committee was told. The report showed that four out of five listeners believe radio is doing an "excellent" or "good" job [BROADCASTING, March 18].

The complete book will relate data from the survey, conducted by U. of Denver, to other audience studies. Only partial and incomplete data have been made available to the public thus far, it was explained.

Attending the committee meeting were: John C. Tully, WJAC Johnstown, Pa., chairman; Roger W. Clipp, WFIL Philadelphia; Charles E. Couche, KALE Portland; Dietrich Dirks, KTRI Sioux City, Ia.; Elmo Wilson, CBS; Hugh M. Beville, NBC; Frank Stanton, CBS, board liaison member. Guests were Hugh M. Feltis, BMB; Barry Rumple, NBC; Mrs. Helen Schaefer, NAB Research.

Truman Reaffirms Free Radio Stand

(Continued from page 16)

to re-zone the site. The building contains several times the floor space of the present row house.

No objection to re-zoning is expected from nearby property owners, who had been agreeable to NAB's proposal to build an addition on the back of the present structure, a project turned down by zoning officials.

Purchase price of the new building was not announced but it is believed to be within the $225,000 authorized by the board last January. The present building was bought several years ago for approximately $30,000 and can be sold now for a much higher figure.

New Members Accepted

Approval was given 102 applications for membership, received since the last board meeting in January. Of these 53 were active, including Mutual network, and 29 were associates. ABC is the only network not now a member. Total NAB membership now is 955.

At 14 district meetings held since early January 476 of the 576 member stations were in attendance, with a total of 764 stations being licensed in the areas represented, the board was told by Mr. Arney in an attendance analysis. Forty-seven nonmember stations registered at the meetings, with 1,037 station officials, 141 associates and 362 from other organizations registered. Total registered attendance was 1,540. This did not include many broadcasters who did not register.

The board agreed to assist the FCC in securing engineering personnel to prepare engineering coverage maps for the clear channel hearings to resume in July. NAB will supply three to five engineers for the Commission.

Changes in the district organization structure were discussed, as a convenience to some stations handicapped by the present geographical setup. The problem was referred to the Committee on By-laws and Industry.

Approval was given the movement for organization of State broadcast associations. The board agreed to provide guidance on general problems when requested by State groups.

An observer from NAB will attend the Air Age Congress at Columbia U. to be held next August under auspices of a number of leading colleges. The Congress will discuss problems of air communication and transportation.

Though the Civilian Production Administration had rejected NAB's plea for reclassification in the "industrial" class with $15,000 exemption from the building ban imposed to speed veterans' housing, the rejection was not officially discussed. The board decided, however, to cooperate in every way possible with the Veterans' Emergency Housing Program and urged stations to do so on the local level.

New formula for election of directors-at-large was discussed. A proposed amendment would provide for mail referendum balloting to nominate and elect directors-at-large to replace the present election at association conventions. The amendment was referred to the Committee on By-laws and Industry.

The Public Relations Dept. was authorized to cooperate with the State Dept. in working out a plan to get young men and women into embassies and consulates abroad as public affairs officers serving limited terms. Radio, movies and newspapers are asked by the department to aid in sending 100 young persons abroad each year to gain perspective and experience.

Michael R. Hanna, WHCU Ithaca, N. Y., was elected interim director of District 2 to fill the term of Kolin Hager, WGY Schenectady, who resigned his directorship since he has accepted a position at SESAC as assistant to the president (see story page 29). Mr. Hager's resignation was accepted with regret. His term expired with the October NAB convention. Mr. Hanna had been elected director for two years at the District 2 meeting held April 25-26 in New York, his term starting with the October convention.

BMB Study Urged

Though Broadcast Measurement Bureau is just getting well into its first coverage survey, the board voted to encourage BMB to conduct an investigation into research and techniques incident to its next nationwide survey.

New plan was adopted to control attendance at NAB annual conventions. Under this plan, stations or organizations eligible to membership but not members of NAB will be excluded.

All but two directors attended. James D. Shouse, WLW Cincinnati, was unable to appear because of illness and Hugh B. Terry, KLZ Denver, was stranded when his plane was grounded. Present beside President Miller, Executive Vice President Willard and Secretary-Treasurer Arney were: Paul W. Morency, WTIC Hartford; Kolin Hager, WGY Schenectady; George D. Coleman, WGBI Scranton; Campbell Arnoux, WTAR Norfolk, Va.; F. W. Borton, WQAM Miami; Hoyt B. Wooten, WREC Memphis; John E. Fetzer, WKZO Kalamazoo; Leslie C. Johnson, WHBF Rock Island; John J. Gillin Jr., WOW Omaha; E. L. Hayek, KATE Albert Lea, Minn.; William B. Way, KVOO Tulsa; Martin B. Campbell, WFAA Dallas; William B. Smullin, KIEM Eureka, Calif.; William B. Ryan, KFI Los Angeles; Harry R. Spence, KXRO Aberdeen, Wash.; J. Leonard Reinsch, WSB Atlanta; J. Harold Ryan, WWVA Wheeling; T. A. M. Craven, WOL Washington; G. Richard Shafto, WIS Columbia, S. C.; Matthew H. Bonebrake, KOCY Oklahoma City; Clair R. McCollough, WGAL Lancaster, Pa.; Frank Stanton, CBS (Earl Gammons, alternate); Frank M. Russell, NBC.

Members of the Industrywide Music Committee who attended the joint meeting Thursday were: Frank K. White, CBS; Frank E. Mullen, NBC; Mark Woods, ABC; Robert D. Swezey, MBS; T. R. Streibert, WOR New York; Harry R. LePoidevin, WRJN Racine; Calvin J. Smith, KFAC Los Angeles; John Morgan Davis, WIP Philadelphia; John Elmer, WCBM Baltimore; Edward E. Hill, WTAG Worcester; Messrs. Morency, Craven, Ryan, McCollough, Fetzer, Borton, Shafto, Miller, Willard and Arney.

President Miller was host Tuesday to a dinner at the Wardman Park Hotel, with board members and persons prominent in Washington official life as guests.

NAB Hall of Fame

HALL OF FAME will be organized within NAB, its Board of Directors decided at the May 2-8 meeting held in Washington. A special committee will be named to draw up a formula for suitable recognition of those who have rendered distinguished service to the NAB during its 26-year history.

Radio Film Plans

FEATURE motion picture depicting the history of American radio is scheduled for release in 1947, carrying one of the biggest budgets in Hollywood history, Edward M. Kirby, retiring NAB public relations counsellor, told the NAB board at its meeting last week. Mr. Kirby said Gerald T. Brandt, producer, has committed $2,500,000 to tell the story of radio's 25 years under the title "Magic in the Air." Nationwide poll is proposed by Mr. Brandt to nominate favorite programs for inclusion in the film, along with a contest based on the question "What American Radio Means to Me." Film is to subordinate plot to narration of radio's birth and growth, winding up with a Command Performance finale showing how radio linked the fighting front with the home front. Board looked with favor on the project.

Form New Firm

JOHN ORR YOUNG, co-founder of Young & Rubicam and formerly head of a public relations firm under his own name, and Dr. Millard C. Faught, former associate director of public relations of the Committee for Economic Development, have formed Young & Faught, public relations firm, at 4 E. 53d St., New York.

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WCAU

(*Continued from page 18*)

regional independent, was purchased by the *Philadelphia Bulletin* for $660,000 from Arde Bulova, watch manufacturer and station owner. Last February, WFIL was purchased by the *Philadelphia Inquirer* from Lit Bros. for sum of $1,900,000. WFIL is an ABC outlet and a regional. The only other daily in Philadelphia—the *News*—does not have an ownership affiliation with a station.

Acquisition of WCAU actually marks Mr. Stern's second venture into Philadelphia radio. In 1943 he sold the local WHAT to William A. Banks, former WIP Philadelphia salesman, for $22,500. Mr. Stern had purchased WHAT as a 100 w part-time outlet for $10,000 in 1940.

WFIL Largest Previously

The WFIL-*Inquirer* sale was the largest for an individual station to be consummated prior to the King-Trendle transaction. The $1,900,000 figure for WFIL compares with a net figure of something under $3,000,000 for WXYZ and WOOD but does not take into account the going concern value of the Michigan Radio Network, also included in the overall price. King-Trendle has tangible quick assets of about $750,000, of which $500,000 is in cash and $250,000 in accounts receivable.

WCAU, one of the country's premier stations, is understood to have grossed approximately $1,400,000 in 1945. Expenses ran in the neighborhood of $800,000, with a net before taxes of about $600,000. The Levys, upon consummation of the transaction, would be subject to a capital gains tax of 25% on the gross figure.

Mr. Stern, in an announcement published in the *Record* May 8, said the newspaper had long felt that a radio affiliation would "greatly enhance its ability to serve the public." In turn he said that the management of WCAU had recognized that a newspaper affiliation would strengthen not only its present facilities, but also the future development of FM and television in black and white and color.

WCAU Broadcasting Co. stock is being purchased by the Courier-Post Co., which owns the *Philadelphia Record*. David Stern 3d, known in publishing circles as "Tommy," recently was released from the Army as a captain. He is 38 years old and has an avid interest in radio.

Cost $3,000,000

The elder Stern announced that as soon as building conditions permit, the combined newspaper and radio plant would be built at a cost of more than $3,000,000 on the downtown city block now owned by WCAU. He also announced that the Levys also would become directors in the Philadelphia Record Co.

Last October, WCAU announced plans for a new building to accommodate FM and television at the downtown site. These plans were revised to accommodate the enlarged *Record*-WCAU operations. In addition to housing the newspaper, aural broadcasting and television studios, the new center will include a color rotogravure plant to print the picture magazine *Parade* for the *Record* and other newspapers in the East. A portion of the first floor will be available for show and sales rooms for radio and electrical equipment manufacturers. A 612-foot television tower will be erected at the site. The center will be designed to reflect the type of "mass communications" service to be rendered by the combined media under the Stern banner.

Westinghouse and CIO Union Settle Four-Month-Old Strike

WESTINGHOUSE Electric Corp. and union officials last week reached a settlement of their months-old wage dispute. Preparing to return to work, for the first time since Jan. 15, were 75,000 members of the United Electrical Radio and Machine Workers of America (CIO). Their return awaited only formal ratification by the membership of a new contract.

Last of Three

Westinghouse was the last giant of the electrical manufacturing industry to bow to labor's wage increase demands. Last January 200,000 members of the big UERMWA assaulted on three fronts — Westinghouse, General Electric and the Electrical Division of General Motors Corp. GE and GM yielded early to UERMWA's 18½ cents per hour wage rise terms. Westinghouse had gone it alone for more than two months. Once, in mid-March, the company showed signs of weakening. It offered the union a bewildering proposal, full of qualifications, including an average wage rise of 15.1 cents per hour. UERMWA officials scoffed that the offer amounted to no more than 9.7 cents, promptly rejected it.

On March 22, Federal mediators excused themselves from further attempts to bring the company and union to negotiation. In a testy note to the Secretary of Labor they accused the company of hindering settlement of the strike.

Reapportionment

Nearly a month ago, company and union officials began a tentative rapprochement. Their renewed meetings burgeoned into negotiations and by 2:45 p.m. last Thursday, they had come to terms.

The agreement seemed less a triumph for Westinghouse, which had lost four months of production, than for the union which had gained within a half cent of its demands. The new contract guaranteed wage rises amounting to 18 cents and company maintenance of membership in the union. The union's demand had been for an 18½ cent rise.

DU MONT 'TELESETS' EXHIBITED IN N. Y.

DU MONT line of postwar television receivers, to be marketed under the trade-marked name of "Telesets," was previewed for trade and press last week, will go on sale by late summer, Du Mont officials expect. With handsome cabinets designed by Herbert Rosengren, the Du Mont line is impressive. All sets shown were cabinet models with the pictures viewed directly from the face of the tubes, all include AM and FM as well as the full 13 channels assigned by the FCC for commercial television broadcasting, all are equipped with the "inductuner," an exclusive Du Mont device said to assure instant and accurate tuning.

Prices Impressive

Prices are also impressive, starting at $600 for a set with a 12-inch direct viewing tube, giving a picture 10¼ inches wide; climaxing with a set priced at $2,400 that also includes a shortwave radio receiver, a phonograph with automatic record changer and the Du Mont disappearing screen, a device which lowers a 20-inch tube into viewing position when the cabinet is opened, returns it to vertical position—taking less room space—when the set is closed. In between are $1,500 models, with 15-inch tubes and with all the other features of the $2,400 model except the disappearing screen.

Du Mont, in 1946 at least, will offer no projection receivers, feeling, one company executive said, that today's projection sets lack the clarity and contrast necessary for good televiewing and that this development is still in the laboratory stage. Nor does the company plan to invade the low-priced field of $150-$200 table models with 5-inch and 7-inch tubes in the immediate future.

Budget Continues

GENERAL MILLS $5,000,000-plus annual radio budget continues in full despite wheat shortages, according to announcement last week by Dancer, Fitzgerald & Sample, Chicago, agency handling account. Agency confirmed statement by Cliff Samuelson, advertising manager of the General Mills Grocery Products Division, that no reduction of budget was contemplated. Rumors that sponsor would drop *Valiant Lady* and *Light of the World*, both CBS drama series, were denied by agency on Thursday.

Strike

(*Continued from page 15*)

Nov. 6, 1942, suspending minimum operating schedules of standard stations, as a wartime measure.

During the emergency two or more stations in the same area may arrange their hours of broadcast so that so far as possible a continuous radio service may be available at all times, the Commission said. Licensees still are required to illuminate antenna and supporting structures as required by Section 303(q).

While many sections of the nation were under 24-hour weekly power restrictions, most of those areas classified radio stations and newspapers as necessary in the public health and safety.

An order of the Virginia State Corporation Commission limiting purchased electric power to 24 hours weekly for all but five classifications of industry was revised to give radio and newspapers priority.

Members of the Virginia Broadcasters Assn. and the Virginia Press Assn. called on state officials Wednesday, asking that radio and the press not be included in the drastic curtailment because of their public service nature. The original order, which became effective at midnight Thursday, had limited radio and newspapers to 24 hours power a week.

Arnoux Calls on FCC

Campbell Arnoux, president of WTAR Norfolk and member of the NAB board of directors, in Washington last week for the NAB board meeting, called on FCC officials in behalf of Virginia broadcasters to lift operation and minimum power regulations. The order Thursday resulted from his recommendations.

Virtually all of Virginia, except a portion in the extreme western part, was affected by the 24-hour weekly fuel consumption order. In Richmond all four stations were prepared to operate fulltime, using generators if necessary.

WRNL, owned by Richmond Newspapers, publishers of the *Times Dispatch* and *News Leader*, installed a 37-kw diesel generator at its Wilkinson road transmitter, and a similar diesel at the downtown studios, making it possible for the 5,000-w ABC outlet to operate full time and with full power. The newspapers planned to obtain power from the diesels.

WLEE installed two 10-kw generators, one at its transmitter and one at the studios and was prepared to operate fulltime, according to Irvin G. Abeloff, general manager. Other Richmond stations, WMBG and WRVA, also were prepared for emergency operations.

In Chicago, one of the hardest hit cities in the coal famine areas, the larger network stations had installed diesel generators and were prepared to continue operations should radio be placed on emergency rations. Although Illinois was under a general 24-hour per week limitation on power, Mayor Kelly announced that radio and newspapers were considered necessary to public safety and that as long as possible he would permit them to operate full time and at full power.

NEW HEAD of American Forces Network in Europe is Lt. Col. Oren Swain, recently named officer in charge of AFN. Col. Swain, new to radio and formerly with the Information and Education Division of the Army, succeeds Lt. Ernest Sanders, who is returning to U. S.

A spokesman for the Illinois Corporation Commission said radio would be one of the last services curtained. All efforts will be made to keep stations on normal schedules, he said, even if it becomes necessary to curtail newspaper use of power.

Tom Rowe, chief engineer of WLS Chicago, estimated that a 50 kw station uses 175-200 kw power per hour, another 25 kw for transmitter lighting and 10 kw for studio lighting.

Should Chicago stations be reduced, however, the situation shaped up like this:

WGN equipped with diesel generator, but would reduce power from 50 kw to 5-10 kw. WGN voluntarily reduced its air time from 5:30 a.m.-1:05 a.m. to 6:30 a.m.-11:15 p.m. WGNB, FM adjunct, was to discontinue operations on 98.9 mc, although continuing on 45.9 mc for the time being.

WENR equipped with a diesel, would cut power to 5 kw. WLS, with which WENR shares time, had made no decision as to power reduction, but was equipped with a generator in case of necessity. WLS plans no reduction in its farm service, according to General Manager Glenn Q. R. Snyder.

Can Use Water Power

WBBM equipped with generator capable of producing 25 kw power. WBBM-FM, operating six hours daily, already discontinued voluntarily.

WMAQ plans limited emergency operations with about 25 kw power, if necessary. Most of the smaller stations were without auxiliary power. These included WAAF, WAIT, WGES and WJJD, although the latter station has a generator ordered. WCFL, American Federation of Labor station, has a generator.

Mayor Kelly, in Washington Thursday to confer with President Truman, said Chicago could use additional water power for electricity - generating purposes during the strike and added that he had the President's "unofficial" approval for such use. Under a Supreme Court decision Chicago may use only a part of its water power potential, the Mayor said, but he indicated that if the fuel shortage becomes more acute, Chicago will draw on the waters of Lake Michigan for power generation.

Feeling the fuel shortage the most in radio and allied arts were the Chicago agencies, which depend on utility-supplied electricity to carry on business in offices. Business offices in Chicago were permitted to use electricity from 2-6 p. m. only, but many of the agencies resorted to old-fashioned oil lamps and candles to carry on.

Only effect of the fuel shortage on New York stations was curtailment of audience - participation shows, due to elevator service reduction.

No adverse effect was seen in the West as a result of the coal shortage, since most of the stations derive their power from hydro electric sources or crude oil.

The National Assn. of Manufacturers said reports from 25 states indicated that in only a few instances was the coal supply sufficient to last more than 30 days. In many cases a fortnight was the limit. Northern Illinois was hardest hit, but NAM said also the situation was serious in Michigan, Ohio, Pennsylvania, Wisconsin and Indiana.

In the East, New York, New Jersey and Pennsylvania were hardest hit, with New York City reporting a 30-day coal supply and Buffalo only enough for two weeks. New England and the West Coast generally were better off than the rest of the country so far as the coal supply is concerned, said NAM.

Officers Are Nominated By N. Y. Radio Group

ROBERT D. SWEZEY, vice president and general manager of MBS, was nominated for the presidency of the Radio Executives Club of New York to head the official slate of officers for the coming year, it was announced at Thursday's meeting by Bill Wilson, New York manager, William G. Rambeau Co., chairman of the club's nominating committee.

Other nominees: For vice president, Beth Black, timebuyer, Joseph Katz Co.; secretary, Claude Barrere, assistant promotion manager, WEAF New York; treasurer, N. Charles Rorabaugh, president, N. Charles Rorabaugh Co. In addition to Chairman Wilson, nominating committee members are: Linnea Nelson, J. Walter Thompson Co.; Rae Elbroch, Franklin Bruck Adv. Corp.; John Hymes, Biow Co.; John Brooke, ABC; Ed Devaney, Howard H. Wilson Co.

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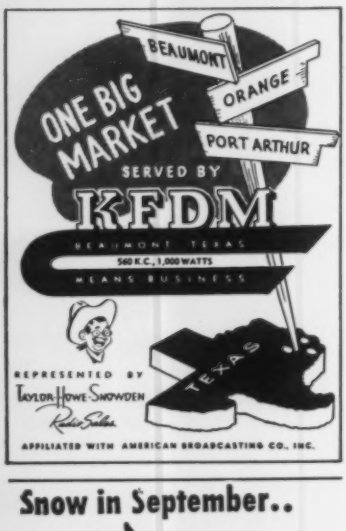

Snow in September..

down South...

Cotton is the 16-county WSPA-Piedmont's largest money crop. Over 27,500,000 baled-pounds each year are produced in Spartanburg County alone.

CBS WSPA SPARTANBURG, SOUTH CAROLINA
Home of Camp Croft
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950 kilocycles. Rep. by Hollingbery

1946 RADIO OUTLINE MAP

THIS 25" x 40" map shows all U. S. and Canadian cities with standard broadcast stations, shows cities with one station, two, three, four and more. Use to spot campaigns, plot coverage, chart network affiliates.

Price: 40c each
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BROADCASTING

ACTIONS OF THE FCC

MAY 3 to MAY 9

Decisions . . .

BY COMMISSION EN BANC

MAY 3

AM—1450 kc

Huntington Radio Corp., Huntington, W. Va.—Proposed grant CP new station 1450 kc 250 w unlimited.

AM—1450 kc

Greater Huntington Radio Corp., Huntington, W. Va.—Proposed denial of application for CP new station 1450 kc 250 w unlimited.

Frank E. Hurt & Son, Boise, Idaho—Proposed grant new station by changing frequency of present KFXD from 1230 kc to 580 kc, increasing power from 250 w to 1 kw unlimited, and changing location from midway between Nampa and Boise to Boise. Proposed grant subject to conditions affording protection to KMJ and CKUA, and further conditioned on CAA approval of transmitter site. (Comr. Hyde not participating.)

AM—600 kc

Queen City Bcstg. Co. Inc., Boise, Idaho—Proposed denial application for CP new station 600 kc 1 kw, directional antenna night. (Comr. Hyde not participating.)

AM—1490 kc

Thomas N. Beach, Birmingham, Ala.—Proposed grant CP new station 1490 kc 250 w unlimited. (Comr. Durr not participating.)

AM—1490 kc

Magic City Bcstg. Co.; Patterson Bcstg. Service—Proposed denial of both application for CP new station on 1490 kc 250 w unlimited. (Comr. Durr not participating.)

* * *

COMMERCIAL FM—The FCC May 2 also announced one additional conditional grant; issuance of full CPs to 20 previous recipients of engineering approvals; and engineering approval to three others. Complete list and story in BROADCASTING, May 5.

* * *

Video—76-82 mc

National Bcstg. Co. Inc., Chicago—Granted CP for a new television station; frequency 76-82 mc (channel No. 5); effective radiated visual and aural power: 21.8 kw; effective height of antenna above average terrain: 592 ft.

Video—54-60 mc

Zenith Radio Corp., Chicago—Granted CP new television station; frequency 54-60 mc (channel No. 2); effective radiated visual and aural power: 4.5 kw; effective height of antenna above average terrain: 580 ft.

MAY 3

AM—1090 kc

Templeton Radio Mfg. Corp., Boston—Granted petition for removal from hearing docket and grant of its application for a CP; ordered that the application be granted to operate on frequency 1090 kc, 1 kw, daytime only, subject to approval of location of main studio.

AM—990 kc

Enterprise Publishing Co., Brockton, Mass.—Granted petition for leave to amend its application to request frequency 990 kc, 250 w, daytime only; ordered that the application as amended be removed from the hearing docket and granted.

AM—1320 kc

KWHN Bcstg. Co. Inc., Fort Smith, Ark.—Granted CP new station to operate on 1320 kc, 5 kw day, 500 w night, with DA nighttime, unlimited time, subject to proof of performance.

AM—610 kc

KHTN Inc., Houston, Tex.; W. Albert Lee, Houston—Designated former for hearing application for a new station to operate on 610 kc, 5 kw, DA (night), unlimited time, in consolidation with W. Albert Lee application requesting the same facilities.

AM—680 kc

WCBM Baltimore; Tower Realty Co., Baltimore, Md.—Designated for hearing application for CP to increase power to 10 kw day, 5 kw night on 680 kc, in a consolidated proceeding with application of Tower Realty Co. for a new station on 680 kc, 5 kw, DA-N, U, and further ordered that hearing on Tower application scheduled for May 6, be postponed, and consolidated hearing held in Washington.

AM—1340 kc

Eau Claire-Chippewa Bcstg. Co., Eau Claire, Wis.—Designated for hearing application for a new station to operate on 1340 kc, 250 w, unlimited time.

AM—1450 kc

Woodrow Miller, San Bernardino, Calif.—Designated for hearing application for a new station to operate on 1450 kc, 250 w, unlimited time.

AM—1200, 1440 kc

KFDA Amarillo, Tex.; KVAK Atchison, Kan.; KEYS Corpus Christi, Tex.; S. H. Patterson, Topeka, Kan.—Designated for hearing application of KFDA to change facilities from 1230 kc 250 w, unlimited time to 1440 kc, 1 kw, 5 kw-LS, in consolidation with application of KVAK to change frequency from 1450 to 1200 kc, increase power from 250 w to 1 kw, and hours of operation from unlimited to daytime; make changes in transmitting equipment, and install new vertical antenna and ground system, and application of KEYS to change frequency from 1490 to 1440 kc, power from 250 w day and night to 1 kw night, 5 kw day, install new transmitter and DA for night use, and change transmitter location, and application of S. H. Patterson for new station at Topeka.

AM—1450 kc

Marshall Bcstg. Co., Marshall, Tex.; Ross & Co., Marshall, Tex.—Designated for hearing the application of Marshall Bcstg. Co. for a new station to operate on 1450 kc, 250 w, unlimited time, in consolidation with application of Ross & Co., requesting the same facilities.

AM—850 kc

Calif.-Nevada Bcstg. Co., Vallejo, Calif.—Designated for hearing application for new station to operate on 850 kc, 250 w, daytime.

AM—1240 kc

WBAX Wilkes-Barre, Pa.—Special temporary authorization for the continued operation of station WBAX was extended to June 30, 1946.

AM—740 kc

KSFO San Francisco; KQW San Jose, Calif.—Granted petitions of KSFO and KQW to reinstate their application and ordered that the record in Dockets 6005 and 6214 be reopened; ordered that the applications of KSFO and KQW requesting use of frequency 740 kc with 50 kw power, DA, day and night, unlimited time be set for consolidated hearing.

PETITIONS

MAY 3

AM—1340 kc

Frank C. Carman, David G. Smith, Jack L. Powers and Grant R. Wrathall, d/b as Idaho Bcstg. Co., Boise, Idaho—Granted petition to sever and grant application for CP for new station 1340 kc, 250 w, unlimited time. (Comr. Hyde not participating.)

Central Kentucky Bcstg. Co., Lexington, Ky.—Dismissed petition of The Central Kentucky Bcstg. Co. for rehearing directed against the action of the Commission of Feb. 20, 1946, granting without hearing application of The Kentucky Bcstg. Co. for construction permit.

Peterson and Co., Lexington, Ky.—Dismissed petition of Frank D. Peterson et al, doing business as Peterson and Co. directed against the action of the Commission granting application of The Kentucky Bcstg. Co. for construction permit.

BY ADMINISTRATIVE BOARD

AM—1490 kc

WJXN Jackson, Miss.—Granted CP to make changes in vertical antenna and ground system.

AM—1240 kc

WBEJ Elizabethton, Tenn.—Granted modification of CP which authorized a new station, for change in type of transmitter, approval of antenna, and approval of transmitter location at State Line Road, approx. ¾ mi. from center of business district, Elizabethton. The permittee hereunder is granted a waiver of Sec. 3.55(b) of the Commission's Rules; conditions.

AM—1490 kc

WKAY Glasgow, Ky.—Granted modification of CP which authorized a new station, to make changes in transmitting equipment, for approval of antenna and approval of transmitter and studio locations at Cave City Road, north of Glasgow, Ky.

AM—1350 kc

KCOR San Antonio, Tex.—Granted license to cover CP which authorized a new station, and change studio location from New Moore Bldg. to Calcasieu Bldg., 214 Broadway, San Antonio. Also granted authority to determine operating power by direct measurement.

AM—1400 kc

WTON Staunton, Va.—Granted license to cover CP as modified, for a new station to operate on 1400 kc, 250 w, unlimited time. Also granted authority to determine operating power by direct measurement. The licensee is granted a waiver of Secs. 3.55(b) and 3.60 of the Commission's Rules; conditions.

AM—1340 kc

WKRZ Oil City, Pa.—Granted license to cover CP which authorized a new station to operate on 1340 kc, 250 w, unlimited time, except hours assigned to WSAJ. Also granted authority to determine operating power by direct measurement of antenna power. The licensee hereunder is granted a waiver of Sec. 3.60 of the Commission's Rules; conditions.

Relay Broadcast

Loyola University, Area of New Orleans, La.—Granted CP for a new relay broadcast station to be used with applicant's standard station WWL; frequencies: 1622, 2058, 2150 and 1790 kcs; 4 w.

Experimental Video

W9XMT Indianapolis, Ind.—Granted modification of CP as modified, which authorized a new experimental television station, for extension of completion date to 9-16-46.

AM—1150 kc

WCOP Boston—Granted modification of CP which authorized increase in power, etc., for installation of a new transmitter.

AM—1240 kc

WMFT Florence, Ala.—Granted modification of CP which authorized a new station, to make changes in transmitting equipment, for approval of antenna and approval of transmitter and studio locations at Cypress Mill Road, near Florence.

FM—98.1 mc

WLWA Area of Cincinnati—Granted extension of special temporary authority to operate an FM transmitter on channel 251, 98.1 mc and power of 3 kw using a temporary antenna on WLW's tower, for a period beginning May 1 to May 30, for the purpose of making FM site test.

Experimental FM

WBCA Schenectady, N. Y.—Granted extension of special temporary authority to rebroadcast programs originating at high frequency experimental station W2XMN for a period beginning May 4 and ending June 2.

Experimental FM

W2XMN Alpine, N. J.—Granted extension of special temporary authority to operate high frequency experimental station on 42.8 mc 40 kw, special emission for FM, with transmitter located at north of Alpine, for a period beginning May 4 and ending June 2, pending commencement of operation of station in accordance with terms of license granted under call WFMN.

Experimental FM

W2XMN Alpine, N. J.—Granted extension of special temporary authority to retransmit the transmissions of high frequency stations WDRC-FM and WGTR for the period May 4 and ending June 2, in order to continue rebroadcasting experiments.

ACTION ON MOTIONS
By Commissioner Walker

Fred O. Grimwood, Bloomington, Ind.—Granted petition for continuance of hearing on application for CP now scheduled for May 7, and continued same to June 6.

Scripps-Howard Radio Inc., Cleveland—Granted petition for leave to amend its application for new FM station, so as to supply supplemental engineering information, etc., and the amendment was accepted.

Telair Company, Cleveland—Granted petition for leave to amend its application for a new FM station, so as to make changes in the officers, directors and stockholders of applicant corporation, and the amendment was accepted.

Cleveland Bcstg. Inc., Cleveland, Ohio—Granted motion for leave to amend its application for a new FM station so as to specify a new transmitter site; supply additional engineering information, etc., and the amendment was accepted.

Elyria-Lorain Bcstg. Co., Elyria, Ohio—Granted petition for leave to amend application for a new FM station, so as to supply supplemental engineering information to answers to par. 20-30, and the amendment was accepted.

Hearings This Week

MONDAY, MAY 13, Washington, D. C.

KTHS West Memphis, Ark.—CP 1090 kc 25 kw night 50 kw day, directional antenna night; **WMFJ Daytona Beach, Fla.**—CP 1090 kc 1 kw, directional antenna night.

MONDAY, MAY 13, Washington, D. C.

Albany Bcstg. Co. Inc., Albany, N. Y.—CP new station 1460 kc 500 w night 1 kw day unlimited; **Fort Orange Bcstg. Co. Inc., Albany**—CP new station 1460 kc 5 kw, directional antenna night; **Van Curler Bcstg. Corp., Albany**—CP new station 1460 kc 5 kw, directional antenna night.
WSAY—Intervenor.

MONDAY, MAY 13, Indianapolis, Ind.

The Wm. H. Block Co.; Evansville on the Air Inc.; WFBM Inc.; Scripps-Howard Radio Inc.; Indiana Bcstg. Corp.; Capitol Bcstg. Corp.; Universal Bcstg. Co. Inc.; Indianapolis Broadcasters Inc.—All seeking FM facilities in Indianapolis.

WEDNESDAY, MAY 15, Washington, D. C.

KVAN Vancouver, Wash.—CP 930 kc 1 kw, directional antenna; **KSEI Pocatello, Idaho**—CP 930 kc 5 kw, directional antenna night.
WKY—Intervenor.

WEDNESDAY, MAY 15, Washington, D. C.

Wabash Valley Bcstg. Corp., Terre Haute, Ind.—CP new station 1350 kc 5 kw, directional antenna; **West Central Bcstg. Co., Peoria, Ill.**—CP new station 1350 kc 1 kw unlimited, directional antenna.

THURSDAY, MAY 16, Washington, D. C.

KGKO Ft. Worth, Tex.—License renewal, assignment of license to Carter Publications Inc. and A. H. Belo Corp.; **WBAP Ft. Worth**—License renewal; **WFAA Dallas**—License renewal.

THURSDAY, MAY 16, Washington, D. C.

Oral argument on the Wilkes-Barre new station applications and application of **WBAX** for license to operate station on regular basis.

Summit Radio Corp., Akron, Ohio—Granted motion for leave to amend its application for a new FM station, so as to supply additional information concerning the officers, directors and stockholders of applicant corporation, etc., and the amendment was accepted.

National Bcstg. Co. Inc., Cleveland—Granted motion for leave to amend its application for a new FM station, so as to specify a definite channel; furnish supplemental engineering data, etc., and the amendment was accepted.

United Bcstg. Co., Cleveland—Granted motion for leave to amend its application for a new FM station, so as to supply complete engineering data as requested by the Commission, and the amendment was accepted.

UAW-CIO Cleveland—Granted motion for leave to amend its application for a new FM station, so as to change the legal entity of the applicant from an association to a non-profit corporation, etc., and the amendment was accepted.

WJW Inc., Cleveland—Granted petition for leave to amend its application for a new FM station, so as to show minor changes in the officers and directors of applicant corporation, etc., and the amendment was accepted.

Telair Company, Cleveland—Granted motion for leave to amend its application so as to supply complete engineering data as requested by the Commission, and the amendment was accepted.

MAY 7
BY ADMINISTRATIVE BOARD
AM—1480 kc

WHBC Canton, Ohio—Granted license to cover CP which authorized installation of a new transmitter.

AM—1450 kc

WTBO Cumberland, Md.—Granted license to cover CP which authorized changes in transmitting equipment.

AM—1490 kc

KBST Big Spring, Tex.—Granted license to cover CP which authorized increase in power to 250 w, and installation of new transmitter.

AM—1400 kc

WIRA Fort Pierce, Fla.—Granted modification of CP which authorized a new station, for change in type of transmitter and change in transmitter and studio locations to County Road, Ft. Pierce.

AM

KPDR Alexandria, La.—Granted modification of CP which authorized a new station, for approval of antenna, and of transmitter and studio locations at west side of North 4th St., just north of city limits, Alexandria, and 1710 Jackson St., Alexandria, respectively. Permittee is granted a waiver of Secs. 3.55(b) and 3.60 of the Commission's Rules; conditions.

AM—1340 kc

KSIL Silver City, N. M.—Granted modification of CP which authorized a new station, for approval of transmitter and studio locations at Cactus Ave. & 17th St., Silver City, and approval of antenna. Permittee hereunder is granted a waiver of Secs. 3.55(b) and 3.60 of the Commission's Rules; conditions.

Developmental

W1XHR Cambridge, Mass.—Granted license to cover CP for a new developmental broadcast station; power: 250 w; frequency that may be assigned by the Commission's chief engineer from time to time. This license is granted upon an experimental basis only; conditions.

Non-Commercial Educational

KSUI Iowa City, Iowa—Granted modification of CP which authorized a new non-commercial educational broadcast station, for extension of completion date to 1-16-47.

Relay Broadcast

Eastern Carolina Bcstg. Co., Area of Goldsboro, N. C.—Granted CP for new relay broadcast station to be used with applicant's standard station WGBR; frequencies 1622, 2058, 2150 and 2790 kc; 100 w.

AM—1450 kc

WKXL Concord, N. H.—Granted modification of CP which authorized a new standard broadcast station, for approval of antenna and approval of transmitter and studio locations at south side of Redington St.; west of So. Fruit St., Concord, N. H., respectively.

AM

WKAX Birmingham, Ala.—Granted modification of CP which authorized a new station, for changes in antenna and to change proposed type of transmitter.

Video—82-88 mc

W3XEP Camden, N. J.—Granted modification of experimental television station license to request additional frequencies, channel 6, 82-88 mcs, and channel 12, 204-210 mcs.

Applications . . .

MAY 3
AM—1560 kc

WTOD Toledo, Ohio—Modification of CP which authorized a new station for approval of antenna and approval of transmitter location.

AM—930 kc

Michigan Bcstg. Co., Battle Creek, Mich.—CP new station 930 kc 1 kw, directional antenna and unlimited hours.

FM—Unassigned

Kenneth Edward Rennekamp, Oil City, Pa.—CP new metropolitan FM station to be operated on frequency to be assigned by FCC in 100 mc band and coverage of 13,880 sq. mi.—AMENDED: to change transmitter location.

AM—800 kc

WDSC Dillon, S. C.—Modification of CP which authorized a new broadcast station for approval of antenna and approval of transmitter location.

AM—1400 kc

Elberton Bcstg. Co., Elberton, Ga.—CP new station 1400 kc 250 w and unlimited hours.

AM—1400 kc

KTEM Temple, Tex.—CP to install new transmitter and new vertical antenna with FM antenna mounted on top and make changes in ground system.

FM—Unassigned

Roy Hofheinz and W. M. Hopper, d/b as Texas Star Bcstg. Co., Houston, Tex.—CP new rural FM station to be operated on frequency to be determined by chief engineer of FCC and coverage to be determined—AMENDED: to change transmitter location.

FM—Unassigned

Perkins Brothers Co., Sioux City, Iowa—CP new rural FM station to be operated on frequency and coverage to be assigned by FCC.

AM—1450 kc

Dr. J. Kelley Robinson, J. S. Robinson and Hugh I. Webb d/b as Southeastern Bcstg. Co., Clanton, Ala.—CP new station 1450 kc 250 w and unlimited hours.

AM—1450 kc

Cherokee Bcstg. Corp., Morristown, Tenn.—CP new station 1450 kc 250 w and unlimited hours.

AM—750 kc

KSTT Davenport, Iowa—Modification of CP which authorized a new station for approval of antenna and to change proposed studio location.

AM—860 kc

Charles A. Henderson, George J. Volger and Thelma Mari Volger, d/b as Muscatine Bcstg. Co. Ltd., Muscatine, Iowa—CP new station 860 kc 250 w and daytime hours.

FM—97.1 mc

Minnesota Bcstg. Corp., Minneapolis, Minn.—Modification of CP which authorized a new Metropolitan FM station to change class of station to rural and specify population of 1,529,689, coverage of 19,800 square miles transmitter location, type of transmitter, frequency of chanel No. 246, 97.1 mc and specify antenna system.

Applications Dismissed:

AM—830 kc

Orange County Bcstg. Co., a partnership composed of Carrol R. Hauser, Herbert R. Land and Oscar Kelly, Santa Ana, Calif.—CP new station 830 kc 5 kw and daytime hours (request of attorney).

Applications Tendered for Filing:

AM—960 kc

WMFF Plattsburg, N. Y.—CP change frequency from 1340 kc to 960 kc, power from 250 w to 1 kw, install directional antenna, new transmitter, and change transmitter location.

AM—910 kc

Purchase Bcstg. Co. Inc., Mayfield, Ky.—CP new station 910 kc 1 kw and daytime hours.

AM—1400 kc

William E. Blake, Ronceverte, W. Va.—CP new station 1400 kc 250 w and unlimited hours.

AM—1240 kc

WINN Louisville, Ky.—Consent to transfer of control from Nelle M. Kendrick, executrix of the estate of D. E. Kendrick, deceased, to Nelle M. Kendrick.

AM—940 kc

WMAZ Macon, Ga.—CP to change power from 5 to 10 kw and make changes in transmitting equipment.

AM—740 kc

West Central Bcstg. Co., Tulsa, Okla.—CP new station 740 kc 25 kw night and 50 kw day, directional antenna and unlimited hours.

AM—910 kc

KALL Salt Lake City, Utah—Assignment of license to Salt Lake City Bcstg. Co. Inc.

AM—1340 kc

Cole E. Wylie, Spokane, Wash.—CP new station 1340 kc 250 w and unlimited hours.

AM—790 kc

Valley Bcstg. Corp., Allentown, Pa.—CP new station 790 kc 1 kw, directional antenna and unlimited hours.

AM—1400 kc

Birney Imes, Jr., Grenada, Miss.—CP new station 1400 kc 250 w and unlimited hours.

AM—1230 kc

Texas Telcstg. Corp., Amarillo, Tex.—CP new station 1230 kc 250 w and unlimited hours.

AM—1490 kc

Nathan J. Cooper, Morgantown, N. C.—CP new station 1490 kc 250 w and unlimited hours.

AM—730 kc

Kennett Bcstg. Corp., Kennett, Mo.—CP new station 730 kc 1 kw and daytime hours.

AM—1450 kc

Edward J. Jansen, Jessica L. Longston, C. V. Zaser and L. Berenice Brownlow d/b as Columbia Basin Broadcasters, Moses Lake, Wash.—CP new station 1450 kc 250 w and unlimited hours.

AM—1450 kc

Lester R. Taylor d/b as Mid-Utah Bcstg. Co., Provo, Utah—CP new station 1450 kc 250 w and unlimited hours.

AM—1340 kc

Herschel Bullen d/b as Elko Service

(Continued on page 104)

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FCC Actions

(*Continued from page 103*)

Co., Elko, Nev.—CP new station 1340 kc 250 w and unlimited hours.

AM—1340 kc

KGEZ Kalispell, Mont.—Voluntary assignment of license to Donald C. Treloar.

MAY 6

AM—1240 kc

Joseph M. Viana, Woonsocket, R. I.—CP new station 1240 kc 250 w and unlimited hours—AMENDED: to change proposed transmitter location.

AM—1450 kc

WPOR Portland, Maine—License to cover CP as modified which authorized a new standard broadcast station; authority to determine operating power by direct measurement of antenna power.

FM—Unassigned

Radio Industries Broadcast Co., Asbury Park, N. J.—CP new community FM station.

FM—Unassigned

Telemusic Inc., Hartford, Conn.—CP new community FM station to be operated on frequency to be assigned by chief engineer of FCC and coverage of 2,800 sq. mi.

Video—198-204 mc

Hearst Radio Inc., Baltimore, Md.—CP new commercial television broadcast station to be operated on channel 6, 96-102 mc and ESR of 1800—AMENDED: to change frequency from channel 6, 96-102 mc to channel 11, 198-204 mc, ESR from 1800 to 2370, transmitter location and studio location. Change type of transmitter and antenna system.

AM—1490 kc

WGKV Charleston, W. Va.—License to cover CP which authorized changes in equipment and increase in power.

AM—1580 kc

N. Joe Rahall, Sam G. Rahall, Farris E. Rahall & Deem F. Rahall, a partnership d/b as Allentown Bcstg. Co., Allentown, Pa.—CP new station 1540 kc 1 kw and daytime hours—AMENDED: to change frequency from 1540 to 1580 kc.

FM—Unassigned

Patrick Joseph Stanton, Philadelphia, Pa.—CP new metropolitan FM station to be operated on frequency to be determined by chief engineer of FCC and coverage of 9873 sq. mi.

AM—780 kc

North Carolina Central Broadcasters Inc., Dunn, N. C.—CP new station 780 kc 1 kw and daytime hours.

AM—1550 kc

Frank H. Ford, Shreveport, La.—CP new station 1550 kc 250 w and unlimited hours—AMENDED: to change power from 250 w unlimited time to 1 kw daytime, 500 w night using directional antenna at night and change type of apparatus.

AM—1110 kc

W. Walter Tison, Tampa, Fla.—CP new station 1490 kc 250 w and unlimited hours—AMENDED: to change frequency from 1490 to 1110 kc, change power and hours of operation from 250 w unlimited to 1 kw daytime and change type of transmitter.

AM—1340 kc

WGWC Selma, Ala.—Modification of CP which authorized a new station, change type of transmitter for approval of antenna and approval of transmitter location.

AM—940 kc

Midwest Bcstg. Co., Mt. Vernon, Ill.—CP new station 940 kc 500 w and daytime hours—AMENDED: to increase power from 500 w to 1 kw.

FM—Unassigned

Northwestern Theological Seminary and Bible Training School, Minneapolis—CP new FM station to be operated on frequency to be determined by the FCC and coverage of 11,625 sq. mi—AMENDED: to change population from 77,979 to 967,303.

AM—550 kc

KOY Phoenix, Ariz.—Authority to determine operating power by direct measurement of antenna power.

AM—1340 kc

Interstate Radio Inc., Moscow, Idaho—CP new station 1490 kc 250 w and unlimited hour—AMENDED: to change frequency from 1490 to 1340 kc.

AM—1430 kc

KBRC Mount Vernon, Wash.—Modification of CP which authorized a new station for approval of antenna and approval of transmitter and studio location.

AM—1400 kc

Great Falls Bcstg. Co., Great Falls, Mont.—CP for a new station 1400 kc 250 w and unlimited hours.

AM—1490 kc

KYOS Merced, Calif.—Acquisition of control of licensee corporation by Hugh McClung thru purchase of 8,000 shares of common stock—1/3% from Marjory McClung, executrix of estate of Ray McClung, deceased.

AM—1230 kc

KXO El Centro, Calif.—Transfer of control of licensee corporation from Airfan Radio Corporation to Paul A. Jenkins, Kenneth H. Thornton, Edith J. Jenkins, Imperial Valley Publishing Co., Belle S. Hovey and Harry H. Hovey (1165 shares capital stock—77 2/3%—transfer also to include additional 335 shares capital stock 22 1/3%).

Relay Broadcast

Nichols & Warinner Inc., Area of Southern California—CP new relay station to be operated on 30.82, 33.74, 35.82, 37.98 mc, power of 3.5 w and emission of A3.

Applications Received:

FM—96.3 mc

WNBF-FM Binghamton, N. Y.—CP to specify frequency as 96.3 mc, change coverage from 6,500 sq. mi. to 3,400 sq. mi., make changes in antenna system and transmitter site and transmitting equipment.

Applications Dismissed:

AM—1490 kc

KNOW Austin, Tex.—Transfer of control of licensee corporation from E. S. Fentress and Charles E. Marsh to C. C. Woodson and Wendell Mayes (request of attorney).

AM—1450 kc

WACO Waco, Tex.—Transfer of control of licensee corporation from E. S. Fentress and Charles E. March to C. C. Woodson and Wendell Mayes (request of attorney).

Applications Tendered for Filing:

AM—1260 kc

Capitol Bcstg. Co., Trenton, N. J.—CP new station 1260 kc 1 kw, directional antenna and unlimited hours.

AM—1330 kc

WBBR Brooklyn, N. Y.—CP to change power from 1 kw to 5 kw, install new transmitter and directional antenna for day and night.

AM—1400 kc

David M. Segal & Henry N. Fones, d/b as Texarkana Bcstg. Co., Texarkana, Tex.—CP new station 1400 kc 250 w and unlimited hours.

AM—1310 kc

Four States Broadcasters Inc., Joplin, Mo.—CP new station 1310 kc 1 kw night and 5 kw day, directional antenna night and unlimited hours.

AM—590 kc

KHQ Spokane, Wash.—Consent to assignment of license to KHQ Inc.

AM—1540 kc

Leon Wyszatycki, d/b as Huntington Bcstg. Co., Huntington Park, Calif.—CP new station 1540 kc 5 kw and daytime hours.

AM—850 kc

Peninsula Newspapers Inc., Palo Alto, Calif.—CP new station 850 kc 250 w and daytime hours.

MAY 7

Video—198-204 mc

Radio-Television of Baltimore Inc., Baltimore—CP new commercial television station to be operated on channel 11, 198-204 mc and power of aur: 3 kw and vis: 5 kw.

AM—900 kc

Radio Kentucky Inc., Louisville, Ky.—CP new station 900 kc 1 kw and daytime hours (call letters WOOK requested).

FM—93.9 mc

Daily Gazette Co., Charleston, W. Va.—CP new metropolitan FM station to be operated on channel 230, 93.9 mc.

FM—Unassigned

Eagle Printing Co. Inc., Butler, Pa.—CP new metropolitan FM station to be operated on frequency to be determined by FCC and coverage of 13,780 sq. mi.—AMENDED: to change class of station from metropolitan to community.

AM—1000 kc

KTOK Oklahoma City—CP change from 1400 to 1000 kc, increase power from 250 w to 1 kw night, 5 kw day, install new transmitter and directional antenna for night use, and change transmitter location.

AM—1400 kc

Robin Weaver, tr/as Grenada Bcstg. Co., Grenada, Miss.—CP new station 1400 kc 250 w and unlimited hours (call letters WJOK requested).

AM—1240 kc

David C. Jones Jr., tr/as Bryan Bcstg. Co., Bryan, Tex.—CP new station 1240 kc 250 w and unlimited hours.

FM—Unassigned

Skyway Bcstg. Corp., Asheville, N. C.—CP new metropolitan FM station to be operated on frequency to be assigned by chief engineer of FCC and coverage of 5,496 sq. mi.

FM—100.1 mc

WSM-FM Nashville, Tenn.—CP to specify frequency of channel 261, 100.1 mc, change coverage from 16,000 sq. mi. to 13,250 sq. mi., install new transmitter, make changes in antenna system, and change transmitter location—AMENDED: to change transmitter location.

Applications Tendered for Filing:

AM—740 kc

WKAQ San Juan, Puerto Rico—CP to change frequency from 620 to 740 kc, power from 5 to 10 kw and install directional antenna for day and night.

AM—1450 kc

Mansfield Bcstg. Co., Mansfield, Ohio—CP new station 1450 kc 250 w and unlimited hours.

AM—1490 kc

Forest City Bcstg. Co., Cleveland—CP new station 1490 kc 250 w and unlimited hours.

AM—730 kc

Robert W. Rounsaville and George M. Clark, d/b as Pulaski Bcstg. Co., Pulaski, Tenn.—CP new station 730 kc 250 w and daytime hours.

AM—1490 kc

Thomaston Bcstg. Co., Thomaston, Ga.—CP new station 1490 kc 250 w and unlimited hours.

AM—730 kc

J. B. Fuqua, Mrs. Dorothy Chapman Fuqua and F. Frederick Kennedy, d/b as Charleston Broadcasters, Charleston, S. C.—CP new station 730 kc 1 kw and daytime hours.

AM—590 kc

WDLP Panama City, Fla.—Change frequency from 1230 to 590 kc, power from 250 w to 1 kw and install directional antenna night, install new transmitter and change transmitter location.

AM—680 kc

KFEQ St. Joseph, Mo.—CP increase power from 5 kw, day and night to 5 kw night and 10 kw day, install new transmitter and make changes in antenna system.

AM—1450 kc

McHenry Tichenor, Boulder, Colo.—CP new station 1450 kc 250 w and unlimited hours.

MAY 8

AM—1230 kc

The Gardner Bcstg. Co., Gardner, Mass.—CP new station 1230 kc 250 w and unlimited hours (call letters WHOB requested).

FM—Unassigned

Radio-Television of Baltimore Inc., Baltimore—CP new metropolitan FM station to be operated on frequency to be assigned by chief engineer of FCC and coverage of 10,133 sq. mi.

AM—1240 kc

WBAX Wilkes-Barre, Pa.—CP to increase power from 100 w to 250 w and change type of transmitter—AMENDED: to change type of antenna, make changes in ground system, change transmitter and studio locations.

FM—Unassigned

Suffolk Bcstg. Corp., Suffolk, Va.—CP new metropolitan FM station to be operated on frequency and coverage to be assigned by FCC.

AM—690 kc

KGKB Tyler, Tex.—CP to change frequency from 1490 to 690 kc, increase power from 250 w to 1 kw night, 5 kw day, install new transmitter and directional antenna for day and night use and change transmitter location.

AM—1230 kc

KWTX Waco, Tex.—License to cover CP as modified which authorized a new station; authority to determine operating power by direct measurement of antenna power.

AM—1380 kc

WATL Atlanta—CP to change frequency from 1400 to 1380 kc, increase power from 250 w to 5 kw, install new transmitter and directional antenna for night use and change transmitter location—AMENDED: re changes in directional antenna.

AM—1300 kc

Worth H. Kramer, Robert E. Wasdon and Jack J. Siegel, a partnership, d/b as Florida West Coast Bcstg. Co., Tampa, Fla.—CP new station 1300 kc 1 kw and daytime hours.

FM—Unassigned

Ernest H. Carroll, Virginia B. Carroll, James S. Beatty Jr. and William C. Beaty, d/b as York County Bcstg. Co., Rock Hill, S. C.—Modification of CP which authorized a new community FM station to change class of station to metropolitan, studio location, specify coverage of 6000 sq. mi., frequency to be assigned by Chief Engineer FCC, transmitter, population of 467,807, and change in antenna system.

AM—1490 kc

Raymond V. Eppel & Jas. P. Ryan, d/b as Mitchell Bcstg. Association, Mitchell, S. D.—CP new station 1490 kc 250 w and unlimited hours.

AM—1200 kc

John Dawes Ames, Robert Francis Hurleigh and Nevin Paul Neilson, a partnership d/b as Lake Shore Bcstg.

Co., Evanston, Ill.—CP new station 1200 kc 5 kw and daytime hours.

Application Received:

The Colony Bcstg. Corp., New Haven, Conn.—CP new metropolitan FM station to be operated on channel 271, 102.1 mc and coverage of 10,089 sq. mi.

Applications Tendered for Filing:

AM—1200 kc

Scenic City Bcstg. Co. Inc., Middletown, R. I.—CP new station 1200 kc 250 w and limited hours.

AM—1240 kc

Veterans Bcstg. Co. Inc., Rochester, N. Y.—CP new station 1240 kc 250 w and unlimited hours.

AM—1230 kc

White Mountains Bcstg. Co. Inc., Berlin, N. H.—CP new station 1230 kc 250 w and unlimited hours.

AM—1450 kc

Iron Mountain-Kingsford Bcstg., Iron Mountain, Mich.—CP new station 1450 kc 250 w and unlimited hours.

AM—1270, 1300 kc

WOOD Grand Rapids, Mich.; WXYZ Detroit—Consent to transfer of control from George W. Trendle, John H. King, H. Allen Campbell and Howard O. Pierce to American Broadcasting Co. Inc.

AM—1490 kc

Joe V. Williams Jr., Chattanooga, Tenn.—CP new station 1490 kc 250 w and unlimited hours.

AM—650 kc

Bay Bcstg. Co., Goose Creek, Tex.—CP new station 650 kc 250 w and daytime hours.

AM—1230 kc

Henry K. Arneson, Thief River Falls, Minn.—CP new station 1230 kc 250 w and unlimited hours.

Radio Committee Named by Benton

Group to Appraise Content Of Overseas Broadcasts

WILLIAM B. BENTON, Assistant Secretary of State in charge of Public Affairs, has appointed a committee of eight and two consultants to appraise the content of overseas broadcasts and make recommendations to the State Dept., he announced late last week.

The committee was to hold its first meeting in New York today (May 13) to begin work on its study of State Dept. shortwave broadcast scripts to determine their quality and effectiveness. On the committee are the following:

Mark Ethridge, publisher of the Louisville *Courier-Journal* and *Times* (WHAS), former NAB president; Don Francisco, vice president and director, J. Walter Thompson Co., New York, former assistant Coordinator of Inter-American Affairs; Gardner Cowles Jr., publisher of the Des Moines *Register-Tribune*, president of the Cowles Broadcasting Co. and former chief, Domestic Bureau, Office of War Information; Ray E. Larsen, president, Time Inc., who developed the *March of Time* broadcasts; Prof. Harold Lasswell, Yale School of Law, director of War Communications Research, Library of Congress, 1941-44, now special consultant to Mr. Benton; Sterling Fisher, assistant public service counselor, NBC, director of the NBC University of the Air; Edward R. Murrow, CBS vice president and director of public affairs, former chief of CBS European operations; Rev. Robert I. Gannon, president, Fordham U., trustee of Town Hall, New York and member of the CBS Adult Education Board.

Sutton Resigning May 22 From FCC To Establish Own Consulting Service

RESIGNATION of DeQuincy V. Sutton, for the last 12 years head broadcast accountant of the FCC, to establish a private economic and business consulting practice in Washington, specializing in radio, was announced last Friday. Mr. Sutton's resignation becomes effective May 22.

Appointment of Mr. Sutton's successor has not yet been announced by William F. Norfleet, chief accountant, but it was expected he would recommend naming of Harry Tennyson, assistant chief of the broadcast branch, who served as acting head during Mr. Sutton's Army service from 1942 until early this year. Like Mr. Sutton, Mr. Tennyson has served in the Accounting Department since its creation in 1934.

Mr. Sutton's new organization will specialize in services relating to research and analysis of station operations and preparation of non-technical and non-legal aspects of applications for FCC consideration. Investigations incident to station operations, surveys and sales activities as well as program analysis and radio economics, will be provided direct to stations or applicants or through their counsel.

Announcement will be made by Mr. Sutton on location of his offices after his resignation from the FCC becomes effective later this month.

Mr. Sutton joined the FCC in 1934 and has been in charge of activities pertaining to broadcast fiscal and management matters since 1937. He was in charge of staff activities dealing with modernizing of application forms required by the Commission; for preparation of most of the data considered in the network-monopoly inquiry and the report which followed the proceedings after two years. He also drafted the financial reports now filed by licensees on an annual basis.

Functions of the accounting department performed by Mr. Sutton under Mr. Norfleet's supervision have dealt principally with scrutiny of applications on adequacy of financing and financial qualifications as to future operating plans, as well as current reviews of stations' economic affairs.

In 1942 Mr. Sutton volunteered for active duty, and was commissioned a first lieutenant, Signal Corps, for service in preparing data on requirements for the British and Chinese forces. After attending Command and General Staff School at Fort Leavenworth, he went to North Africa for duty in logistics planning of Signal Corps activities in assault operations. This service, with subsequent service in the Rome-Arno Campaign in Italy, and in France, made up his three years overseas. He returned as a lieutenant colonel to resume his FCC activities early this year.

MR. SUTTON

Mr. Sutton joined the FCC after having served in the Southern States as tax analysis for the railroads in that section. A native of Mississippi, he had been engaged in public accounting and tax consultation prior to that.

WABF-W2XMT Bid Of $106,000 Is Made

Details Are Given by FCC In 'Federal Register'

PROPOSED purchase of WABF, New York FM station, and W2XMT, experimental television station, by Ira A. Hirschmann for $106,000 was reported by FCC last Friday in a notice in the *Federal Register* opening way for competing bids under the Avco plan.

Mr. Hirschmann's contemplated purchase of the stations from Abraham & Straus Inc. and Bloomingdale Bros., New York was announced last month but purchase price was not disclosed [BROADCASTING, April 15]. Transaction involves all 14 shares of Class A stock of Metropolitan Television Inc., of which Mr. Hirschmann is vice president. Contract contemplates transfer of purchased stock to a new corporation.

Under Avco plan, FCC action on the application will be withheld for 60 days from April 29 (date transfer was first advertised in a New York newspaper) to permit submission of competing applications to buy stations on the same terms. FCC notice said $10,000 of the purchase price was paid upon execution of the contract and the rest is to be paid in cash or certified check at time of closing within 15 days after Commission approval. Agreement may be extended to July 15.

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Help Wanted

Station manager wanted—A brand new 250 watt station will start in midsummer in an eastern city over 100,000. It will have a network affiliation and wonderful potential but will start under handicaps. Building restrictions, wartime equipment, very limited budget, new untrained staff will cause difficulties. We need an experienced radio man who is a top organizer, a persuasive salesman and a polished diplomat; one who can make ingenuity do in place of fine equipment, and energy in lieu of a lush budget. Salary will be modest but we will give the right man a chance to increase his earnings substantially as the station makes money. This is a tough job, but if you think you can lick it, write us and tell us why you think so. Applicants must be located east of Ohio and north of Virginia. Box 269, BROADCASTING.

Thoroughly experienced chief engineer for construction and maintenance 1 kw station. Starting salary $65.00. Give complete information first letter. WAYN, Box 591, Rockingham, N. C.

Wanted—Two good announcers, experienced, able to operate controls. New station, one month old.. Chance for future to right men. Good salary. Contact Jack O'Connor, WMVG, Milledgeville, Georgia.

Combination announcer-operator for southern local station beginning July. Also young lady experienced with continuity, schedules. Post Office Box 362, Columbia, S. C.

Advertising salesman. New Carolina local offers opportunity starting July. Post Office Box 362, Columbia, S. C.

Announcer — Requires some writing, ability to handle interview remotes, special events, public relations; need good personality, reliability, ambition. Permanent position. Rush complete details to KGFW, Kearney, Nebraska.

Sales, copywriters, Radio's Reliable Resources, Box 413, Philadelphia 5.

Wanted immediately—Radio script and spot writer to handle heavy commercial assignment for progressive Mutual affiliate. Must be thoroughly experienced and have ability to produce saleable ideas. KALL, Salt Lake City, Utah.

Announcer—operator with first class license. Experience not necessary as operator. Send audition record to WDLP. Panama City, Fla.

Continuity writer or announcer—continuity writer. Must be experienced. Permanent position with exceptional opportunity. Give previous experience, salary expected, when available and enclose snapshot. Confidential. WAKR, Akron 8, Ohio.

We want to hear from a dependable writer. Not a Corwin or Oboler, but a good, resourceful typewriter jockey who can be relied on for listenable copy. If you can meet these specifications and are interested in coming to the most attractive part of the country, send background, photo and copy samples to Harry Warren, KUTA, Salt Lake City 1, Utah.

TO BUILD QUALITY PROGRAMS FOR YOU

Thoroughly experienced script director and producer of large network affiliate and originating point desires permanent position with station, network or agency with highest program standards. Specialize in writing and production of dramatic, documentary and other types of unusually creative programs. I can increase your program listen-ability. Finest references. Box 284, BROADCASTING.

NEWSCASTER

5 kw regional in Northern N. E. needs top newscaster. Interested only in experienced man who can deliver in four important news periods per 6 day week. Salary open for discussion. Immediate personal interview or detailed letter with newscast audition disc will bridge gap. Box 267, BROADCASTING.

Situations Wanted

Announcer—Immediate placement wanted—Five months newscasting, commercial, platter, script writing experience, AFN. Have NBC recommendation. Will travel. Box 254, BROADCASTING.

Chief engineer—Fifteen years experience in operation, maintenance, construction, installation, AM—FM to 50 kw. Age 37. Minimum $400. Available four weeks notice. Box 277, BROADCASTING.

Station manager, wants to change. Presently employed managing Mutual outlet. Work includes handling all sales, active charge of program department, sports and special events. Have twelve years radio experience. Married, 36 years old. Interested in salary and commission arrangement. Available June first. Can probably arrange personal interview. Wire or write Box 278, BROADCASTING.

Program director. Ten years experience, important New York stations, announcing, production, writing, dramatics, all phases programming. Imaginative. Cultural background. Box 276, BROADCASTING.

Young executive, ten years experience—station, networks and agency. Interested in managerial capacity. Prefer smaller station with opportunity for investment. Box 221, BROADCASTING.

Chief engineer, well experienced all phases, available one month. Box 228, BROADCASTING.

Announcer-program director — Music, sports, news, married. Personal interview or transcription on request. Box 246, BROADCASTING.

Writer—Continuity and scripts—Also experienced actor and announcer—seeks full time writing job. Veteran. Guarantee to keep your salesmen happy and busy. Box 249, BROADCASTING.

Engineer, 15 years comprehensive operations and maintenance clear-channel station, seeks immediate association smaller station—established, under construction, or planned. Evening college, licensed phone first and telegraph first. Best references. 37, married. Box 252, BROADCASTING.

Announcer-veteran. 23. Married. Knowledge of radio technique. Wants experience. Will do sales work. Business and technical background. Give me a chance. Box 253, BROADCASTING.

Situations Wanted (Cont'd)

Qualified—Available producers, news, salespeople. Radio's Reliable Resources, Box 413, Philadelphia 5.

Ace writer, 26, with NBC—WMAQ staff 1½ years. Just left because veteran returned. Experience in all types continuity, musical shows, drama, editing. Also announce. Desire continuity editorship or responsible staff position with progressive station. Box 255, BROADCASTING.

Announcer-producer—5 years radio, 3 years stage, news, interviews, platters, narrator, actor. M. C. Box 257, BROADCASTING.

Experienced announcer available due to three returning veterans that want their jobs back. 7 years in news, special events, sports color and commercials. 50 kw background. $75.00 min. Box 258, BROADCASTING.

Announcer—Experienced, excellent voice, wants staff position with regional or metropolitan local. Transcription, photo information on request. Box 259, BROADCASTING.

Studio engineer. Holder first class radiotelephone license, second class radiotelegraph license, Merchant Marine radio operator. Can handle AM-FM. Know French and German fluently. Musical background. Box 261, BROADCASTING.

Easy going, easy talking, dependable sort of a soul with 3 years experience as announcer at leading 50 kw stations. College graduate, 25, married. Can write, direct, produce, and juggle. Early morning shows a specialty. Box 262, BROADCASTING.

Announcer—Veteran, 29, married. Wants opportunity to prove ability. Flexible voice, transcription available. Prefer east, but will go anywhere. Box 263, BROADCASTING.

Experienced disc jockey, vocalist, announcer and newscaster available for commercial programs or staff position. Young man with 12 years network and local station background. Prefers northern section. Write Box 264, BROADCASTING.

Announcer—Veteran, 22, single, graduate announcers school. Desires to continue studying with small progressive station under GI training program. Box 265, BROADCASTING.

Situations Wanted (Cont'd)

First class license; studio and transmitter experience, details upon request. Box 266, BROADCASTING.

Five years experience—Two years broadcasting, three years communication Air Corps. Install, operate and maintain. VHF AM and FM equipment. First class phone license. Prefer new station. Box 271, BROADCASTING.

Program manager, experienced all phases operations, administration, network production, FM. Box 272, BROADCASTING.

Transmitter operator. 1st class licenses. Married, sober, dependable. Experienced operation, construction, maintenance. CREI man. Prefer west. Box 273, BROADCASTING.

Public-service-minded manager — Now Navy Lt. Comdr. on duty Washington as head large division Naval Personnel. Age 36. Exp.: Management, sales, programming, news. Five years manager regional NBC affiliate. Active in Rotary, Chamber Commerce, et al. Available after June 1. Box 279, BROADCASTING.

General manager—Experienced in all phases of broadcasting. Young, ambitious, married, family. Box 280, BROADCASTING.

Four years announcer—M. C. Extremely qualified staff commercial, news variety. Excel in variety platter-chatter. Proven sales ability. References and disc on request. "Stuffy", WERC, Erie, Penna.

Announcer—Service veteran desires permanent position. Available June first. Experience at several stations. Specialize: Poetry, baseball, platter and ad lib shows. Write, wire or phone Jack Pyle, Air Sea Rescue Agency, 1516 Fourteenth St., N.W., Washington, D. C., REpublic 6400, Ext. 5167.

Excellent sports, news and special events announcer—producer. Play-by-play all sports. Good programming ideas. Age: 25, single. Veteran. Will travel. Experienced. Good references. Recordings available. College major—radio, arts, journalism. Available immediately. P.O. Box 264, Huntington, Indiana.

Solid staff man. Available for summer relief . . . now until July 1st. Bill Dillner, 3748 Sheffield, Chicago 13.

Announcer: Staff man and sports specialist; veteran; six years MBS affiliates; two years program director and sports director AFRS station; handles controls. Age 28, single. Permanent position only. Gorton T. H. Wilbur, 65 Federal St., New London, Conn.

Platter man, experienced. Versatile, ambitious. Metropolitan preferred. All replies considered. Age 25, available June 1. Box 281, BROADCASTING.

Veteran; desires announcer's job; small station experience; college graduate. Box 282, BROADCASTING.

Manager—14 years in program, production, continuity and sales—at present, executive with 50 kw—desires management of regional or clear channel station. Will consider program directorship of 50 kw. Box 283, BROADCASTING.

WANTED

For Immediate Purchase Complete Equipment

for

1 KILOWATT STATION

We will pay cash and take immediate delivery of any or all necessary equipment including 310 ft. tower and transmitter.

BOX 270, BROADCASTING

WANTED

Manager, chief engineer, program director. Give age, experience, salary expected. Apply by letter to Bay State Broadcasting Co., 229 Coffin Avenue, New Bedford, Mass.

● **Experienced radio executive wants to buy part or all of any Radio Station up to 1000 watts.**

Box 275, BROADCASTING

ATTENTION STATION MANAGER!

Build up your program with—"The personality that sells". Here is the man for you—six years New York announcing experience on disc jockey shows . . . and m.c. ing audience-participation programs. Available now. Box 268, BROADCASTING.

FM Network

(Continued from page 17)

Principal City	Radiated Power (Kw)	Antenna Height (Ft.)
FLORIDA		
Jacksonville	20	500
Miami	20	500
Orlando	10	500
Pensacola	10	500
Tampa-St. Petersburg	20	500
	In Tampa	
West Palm Beach	10	500
GEORGIA		
Albany	0.25	250
Athens	0.25	250
Atlanta	20	500
Augusta	10	500
Columbus	10	500
Macon	20	500
Savannah	10	500
IDAHO		
Boise	10	500
ILLINOIS		
Chicago	10	700
Decatur, Springfield	10	500
	15 miles E. of Springfield.	
Peoria	10	500
Quincy	10	500
Danville, Urbana, Champaign	10	500
	16 miles W. of Danville.	
Rockford	10	500
INDIANA		
Evansville	10	500
Ft. Wayne	10	500
Indianapolis	250	700
South Bend	10	500
Terre Haute	10	500
IOWA		
Burlington	1	300
Cedar Rapids	10	500
Davenport-Rock Island (Ill.)-Moline (Ill.)	10	500
	In Davenport.	
Des Moines	100	600
Dubuque	10	500
Mason City	10	500
Ottumwa	1	300
Sioux City	10	500
Waterloo	10	500
KANSAS		
Topeka	10	500
Salina	0.25	250
Wichita	100	600
KENTUCKY		
Ashland-Huntington (W. Va.)	10	500
	In Ashland.	
Lexington	10	500
Louisville	20	500
Paducah	10	500
	10 miles W. of Paducah.	
LOUISIANA		
Alexandria	10	500
Baton Rouge	10	500
Monroe	10	500
New Orleans	100	600
Shreveport	20	500
MAINE		
Bangor	10	500
Portland	10	500
	On Hill 10 mi. NW. of Portland — elev. approx. 500 ft.	
MARYLAND		
Baltimore	20	500
Cumberland	1	300
Frederick, Hagerstown	0.25	500
	On hill near Boonsboro approx. 12 mi. NW. of Frederick — elev. 1,000 ft.	
MASSACHUSETTS		
Boston, Lowell-Lawrence Haverhill	20	500
	5 miles N. of Boston.	
Pittsfield	0.25	250
Springfield-Holyoke	20	500
	6 miles N. of Springfield.	
Worcester	20	500
	5 miles N. of Worcester.	
MICHIGAN		
Detroit	20	500
Flint	10	500
Grand Rapids	10	500
Kalamazoo	10	500
Lansing	10	500
Saginaw-Bay City	10	500
	In Bay City.	
MINNESOTA		
Duluth-Superior (Wis.)	10	500
	In Duluth.	
Minneapolis-St. Paul	320	750
	In Minneapolis.	
MISSISSIPPI		
Jackson	10	500
Meridian	10	500
MISSOURI		
Joplin	10	500
Kansas City-Kansas City (Kan.)	20	500
St. Joseph	10	500
St. Louis	100	600
Springfield	10	500
MONTANA		
Billings	1	300
Butte	10	500
Great Falls	10	500
Missoula	1	300
NEBRASKA		
Grand Island, Hastings	10	500
	In Grand Island.	
Lincoln	10	500
Omaha-Council Bluffs (Ia.)	20	500
NEVADA		
Reno	1	300
NEW HAMPSHIRE		
Manchester	2.5	1,000
	On hill 6 mi. W. of Manchester — elev. 1,300 ft.	
NEW JERSEY		
Atlantic City	0.25	250
NEW MEXICO		
Albuquerque	1	300
Santa Fe	1	300
NEW YORK		
Albany-Schenectady-Troy	9	700
	13 mi. W. of Albany—elev. 1,000 ft.	
Binghamton	10	500
Buffalo-Niagara	20	500
Elmira, Corning, Ithaca	2	1,000
	13 mi. N. of Elmira—elev. 2,000 ft.	
Jamestown	1	300
Kingston	0.25	250
Newburg	0.25	250
New York-Northeastern New Jersey	5	850
Poughkeepsie	0.25	250
Rochester	20	500
Syracuse	10	500
Utica-Rome	10	500
	5 mi. NW. of Utica.	
Watertown	1	300
NORTH CAROLINA		
Asheville	5	800
	On hill 5 mi. W. of Asheville—elev. 3,000 ft.	
Charlotte	20	500
Durham	10	500
Rocky Mount	10	500
Wilmington	10	500
Winston-Salem, Greensboro	20	500
	8 mi. E. of Winston-Salem.	
NORTH DAKOTA		
Bismarck	1	300
Fargo	10	500
Grand Forks	1	300
Minot	1	300
OHIO		
Akron, Canton	20	500
	11 miles SE. of Akron.	
Cincinnati, Hamilton-Middletown	20	500
	7 mi. N. of Cincinnati.	
Dayton, Springfield	20	500
	10 mi. NE. of Dayton.	
Columbus	20	500
Cleveland	20	500
Lima	0.25	250
Mansfield	0.25	250
Toledo	20	500
Youngstown	20	500
	7 mi. NE. of Youngstown.	
OKLAHOMA		
Enid	10	500
Oklahoma City	100	600
Tulsa	20	500
OREGON		
Portland	20	3,500
	On peak 27 miles E. of Salem—elev. 4,100 ft.	
PENNSYLVANIA		
Allentown-Bethlehem-Easton, Reading	12.5	600
	15 mi. SW. of Allentown —elev. 1,000 ft.	
Clearfield, DuBois	1	400
	10 mi. W. of Clearfield —elev. 2,000 ft.	
Erie	10	500
	15 mi. SW. of Erie.	
Harrisburg	10	700
	15 mi. N. of Harrisburg —elev. 1,000 ft.	
Johnstown, Altoona	10	700
	15 mi. SW. of Altoona—elev. 2,500 ft.	
Lancaster, York	20	500
	10 mi. SW. of Lancaster.	
Philadelphia, Trenton (N. J.)	20	500
	10 mi. NE. of center of Philadelphia.	
Pittsburgh, Uniontown	100	500
	5 mi. S. of center of Pittsburgh.	
Scranton-Wilkes-Barre	10	700
	On hill 10 mi. S. of Scranton—elev. 1,500 ft.	
Williamsport	1	300
RHODE ISLAND		
Providence, Fall River (Mass.)-New Bedford (Mass.)	20	500
	In Providence.	
SOUTH CAROLINA		
Anderson	0.25	250
Charleston	10	500
Columbia	10	500
Florence	1	300
Greenville, Spartanburg	10	500
	10 mi. NE. of Greenville.	
SOUTH DAKOTA		
Rapid City	1	300
Sioux Falls	10	500
TENNESSEE		
Bristol, Kingsport, Johnston City	10	500
	On hill 10 mi. W. of Bristol — elev. 2,000 ft.	
Chattanooga	10	500
Knoxville	10	500
Memphis	250	700
Nashville	100	500
TEXAS		
Abilene	10	500
Austin	10	500
Amarillo	10	500
Beaumont-Port Arthur	10	500
	10 mi. SE. of Beaumont.	
Brownsville, Harlingen	10	500
	In Harlingen.	
Corpus Christi	10	500
Dallas, Ft. Worth	100	600
	10 mi. W. of Dallas.	
El Paso	10	500
Houston, Galveston	100	600
	15 mi. S. of Houston.	
Laredo	10	500
Lubbock	10	500
Paris	0.25	250
San Angelo	10	500
San Antonio	20	500
Tyler	10	500
Waco	10	500
Wichita Falls	10	500
UTAH		
Salt Lake City	5	3,000
	20 mi. SW. of Salt Lake City—elev. 7,000 ft.	
VERMONT		
Burlington	10	2,500
	On peak 17 mi. E. of Burlington — elev. 4,300 ft.	
VIRGINIA		
Norfolk-Portsmouth-Newport News	20	500
	In Norfolk.	
Richmond	20	500
Roanoke	40	2,000
	10 mi. SW. of Roanoke —elev. 3,000 ft.	
WASHINGTON		
Seattle, Tacoma	50	2,000
	On hill 17 mi. W. of Seattle—elev. 2,000 ft.	
Spokane	50	1,000
	On hill 8 mi. SE. of Spokane—elev. 3,500 ft.	
Yakima	1	300
WEST VIRGINIA		
Charleston	10	500
Fairmont, Morgantown, Clarksburg	10	350
	On hill 4 mi. SE. of Fairmont — elev. 1,500 ft.	
Parkersburg	1	300
Wheeling	10	500
WISCONSIN		
Eau Claire	1	300
Green Bay	10	500
La Crosse	10	500
Madison	10	500
Milwaukee, Racine-Kenosha	20	500
	10 mi. S. of Milwaukee.	
Oshkosh, Fond du Lac	10	500
	8 mi. S. of Oshkosh.	
Wausau	1	300
WYOMING		
Cheyenne	1	300

Situations Wanted (Cont'd)

Salesman—Ambitious, pleasing personality. Formerly with AFN. Desires sales job with national rep or station in New York area. Excellent references. Harry Lee Morton, Jr., 3708 Colonial Ave., Norfolk, Va.

Announcer-newsman. Ex-Naval Lt., Armed Forces Radio experience. Three years civilian as announcer, news editor, remote and studio M. C., platter jockey. College graduate. Excellent references. Available after July 1st. I can sell! John Harper, 317 N. Milton St., San Angelo, Tex.

Engineer—Seeks immediate association with new or proposed station. Can do complete engineering required in application for construction permit including directional antenna design. College graduate, professionally registered, experienced, references. Box 247, BROADCASTING.

For Sale

One Radiotone R.A.—16, portable recorder. Immediate delivery. Box 256, BROADCASTING.

New apparatus—WE 120-B amplifier; 18-A rectifier; mounting plate; tubes, $125.00 118-A amplifier; tubes, $100.00. RCA 86-A limiting amplifier; 36-B shelf, $250.00 88-A microphone; stand, $50.00. Hewlett-Packard 205-AG Audio signal generator, $300.00; GR 620-AM frequency meter $400.00. Box 260, BROADCASTING.

Transmitter 301A, Western Electric modified, now in operation, being replaced by new equipment. Frequency response, plus or minus, 1.5 DB, 30 59 10,000 cycles. Distortion less than four percent all frequencies. Price, including one complete set of tubes with less than fifty hours, $2,750.00. KCRA, Sacramento, California.

250 watt transmitter, complete with one set of spare tubes. FCC approved. First check or money order for $1000.00 will buy it. Bamford, 516 Eighteenth St., Oakland, Calif.

Wanted to Buy

300 foot self-supporting vertical radiator. Will pay premium for new tower which we can replace within three months. Best price for slightly used tower. Write or wire Box 244, BROADCASTING immediately.

Two recorders in good condition with or without amplifiers, overhead feed desired. WJOY, Burlington, Vermont.

Miscellaneous

Complete questions and answers for third class license examination, 75c. Box 273, BROADCASTING.

Anson Arrives on Coast

BILL ANSON, formerly of WGN Chicago and recently named record m.c. of KFWB Hollywood in national contest [BROADCASTING, April 29], arrived in Hollywood last week and takes over daily 3½ hour "Hollywood Bandstand" on KFWB effective May 20.

WANTED NEWSCASTER

One of America's important radio stations has an immediate, full-time opening for an alert, seasoned newsman, around thirty years old and a college graduate in journalism. Actual newspaper experience and a working knowledge of radio required. Must possess suitable voice for broadcasting although actual air experience not necessary. Splendid opportunity for right man in a bang-up radio news room. Send full details including photo and voice recording to Karl Koerper, Managing Director, Radio Station KMBC, Pickwick Hotel, Kansas City 6, Mo.

BOB HOPE'S HOOPER HIGHEST ON COAST

BOB HOPE had the most popular radio program on the Pacific Coast in April, according to C. E. Hooper Inc., whose April Pacific network rating report gives the Hope program a 33.1 rating, well ahead of Jack Benny, who ranked second with 27.8. Red Skelton was third with 26.8.

Average evening audience rating was 8.3, down 0.8 from March, down 0.6 from April 1945. Average evening sets-in-use was 31.6, down 2.3 from the last report, down 1.6 from a year ago. Average evening available audience was 77.8, down 0.6 from the last report, up 1.4 from a year ago.

Daytime average audience rating was 3.5, down 0.2 from the last report, down 0.7 from a year ago. Average daytime sets-in-use was 14.6, down 1.2 from the last report, down 1.1 from last year. Average daytime available audience was 68.0, down 1.5 from the last report, up 1.0 from a year ago.

Leading programs, following the first three, were: Walter Winchell, 25.2; *Fibber McGee & Molly*, 21.2; Fred Allen, 20.9; *Screen Guild Players*, 18.8; *Charlie McCarthy Show*, 18.7; *Truth or Consequences*, 17.2; Judy Canova, 17.1; Fannie Brice, 16.7; *Radio Theatre*, 16.6; *The Whistler*, 16.4; *Take It or Leave It*, 16.1; Rudy Vallee, 16.1.

VFW Series

VETERANS of Foreign Wars has released to stations a series of 15-minute transcriptions, *Calling All Veterans*, designed to help war veterans determine how to get jobs, homes, education, on-the-job training, loans, insurance, pensions and medical care. VFW Commander-in-Chief Joseph M. Stack interviews Government officials. Opening the series was Gen. Omar N. Bradley, Veterans Administrator. Officials of Labor, Agriculture, Civil Service, Education, members of Congress and the Army and Navy will participate.

Ideal Solution

SPEAKING of difficulties in providing spectrum space to satisfy various demands, Glen E. Nielsen, chief of the Emergency & Miscellaneous Division, FCC Engineering Dept., told the Petroleum Industry Electrical Assn. last Wednesday at Tulsa: "An ideal allocation of frequencies has been defined as one in which all interested parties are dissatisfied to the same degree." Mr. Nielsen foresaw the probability that frequencies above 940 mc would prove useful for industrial applications such as might be required by the petroleum industry.

War Veterans Seek Rochester Grant; Would Reopen Record

ADEQUACY of last fall's 60-day waiting period for filing broadcast applications by returning servicemen was questioned last week by a corporation owned by 37 veterans seeking a new station at Rochester, N. Y.

Veterans Broadcasting Co. filed a petition through its Washington attorney, Frank U. Fletcher, asking FCC to reopen the record to admit it for consideration along with five conflicting applications for stations in Rochester or Geneva, N. Y.

Demobilization Cited

The petition asserted that 31 of the 37 veterans have been discharged since hearings were completed on the five other applications; 20 have been discharged since Jan. 1 and 13 since March 1. Their application is for 1240 kc with 250 w fulltime—the same assignment requested by the other applicants.

In support of its doubts as to the adequacy of the Aug. 7-Oct. 8 waiting period the petition asserted:

"As of Nov. 15, 1945, the Army demobilization program was only approximately 37% advanced (figures obtained from Public Relations Section, War Dept.). As of Dec. 31, 1945, the demobilization program . . . was approximately 57% completed. . . . Over 54% of the stockholders in applicant corporation were released from active duty subsequent to Jan. 1, 1946, and over 83% subsequent to the close of hearings in the instant case."

The petition pointed out that FCC "has given some recognition to this problem of veteran participation in radio frequency allocation through its reservation of some FM channels in certain areas for possible future applications by veterans." It added that "in the instant case, the Commission has reopened this record once for a group of veterans who were released earlier from active duty than the group associated with petitioner." (This reopening was for Star Broadcasting Co., seeking a station at Geneva, N. Y.)

Only one stockholder in Veterans Broadcasting, it was pointed out, is a nonveteran. He is Hal James of New York, a director. Petition notes that two-thirds of the capital stock is owned by Rochester residents (all veterans) and an additional 8⅓% is owned by a veteran whose home originally was Rochester.

Early Hearing Asked

The petition asked that an "early hearing" be conducted at Rochester since it would be "impractical" for all or a majority of the Veterans Broadcasting stockholders to go to Washington for a hearing.

An "additional few weeks delay" to permit consideration of the new application should not be "unreasonable," the petition said, inasmuch as some of the applications involved have been pending for more than two years.

The applications, in addition to Star Broadcasting's, were filed by Finger Lakes Broadcasting System (Gordon P. Brown, owner), Geneva; WARC Inc., Rochester; Rochester Broadcasting Corp., Rochester; Seneca Broadcasting Corp., Rochester.

Officers of Veterans Broadcasting are William B. Maillefert (8.33%), account executive with Compton Adv., president; John S. Houseknecht (8.33%), radio program supervisor with Compton, vice president; Grantier Neville (3⅓%), Rochester attorney, secretary; Frederick T. Finucane (1⅔%), Rochester real estate man, treasurer; Edward C. Trimble (3⅓%), sales and advertising executive for a Rochester furniture plant, assistant treasurer.

BINGHAM MEMBER OF OPA BOOSTERS

BARRY BINGHAM, publisher of the *Louisville Courier-Journal* (WHAS), is one of a group of American businessmen who have organized "National Businessmen for OPA" to urge the retention of OPA without crippling amendments until supply more nearly balances demand.

Organization's membership also includes Donald Nelson, president, Society of Independent Motion Picture Producers; Spyros Skouras, president, Twentieth Century Fox; Richard L. Simon of Simon & Schuster; Thurman Arnold; Lawrence Ottinger, president, U. S. Plywood; and Wallace Thorsen, head of Wallace Thorsen organization, and executive director of the committee.

Committee members have participated in two radio debates in favor of the OPA: May 2 on CBS, Mr. Bingham, Charles Allen of Sprowles & Allen, paper box manufacturer, and Samuel Levitties, president, Adella Dress Co., opposed George LeSauvage of Schraffts, Nellie Donnelley Read of Nellie Don Dresses and Charles Holman of National Cooperative Milk producers. May 9 on ABC's *America's Town Meeting of the Air* Leon Henderson and James Joyce Jr. of Joyce of Pasadena argued against Fulton Lewis Jr., Mutual commentator, and Sen. W. Lee O'Daniel (D-Texas). A third broadcast, from Hollywood and including screen stars with committee members, was scheduled yesterday (May 12) on CBS.

NEW ADVERTISING agency, Stansbury & Ashe, New York, with offices at 345 Madison Ave., has been formed by H. H. Stansbury, former partner in Selvage & Lee, New York, public relations firm, and Hiram Ashe, former advertising manager of Visible Index Corp., New York.

DISCS ACROSS THE SEAS. William C. Speed, president, Audio Devices (right), welcomes Lucien Ravel, managing director, La Societe des Vernis Pyrolac, Audio's French associate, on his arrival from Paris. In addition to his business mission, M. Ravel plans to foregather with some of the 18 American airmen whom he kept hidden on his estate in Porcheaux, of which he is mayor, after their planes had been shot down.

Canadian Ratings

AMERICAN PROGRAMS continue to lead popularity polls in Canada, according to the April national Elliott-Haynes ratings, released on May 10. *Fibber McGee & Molly* leads first ten evening programs with program rating of 39.1, followed by *Radio Theatre* 35.8, *Charlie McCarthy* 35.7, *Music Hall* 24.8, *Ozzie & Harriett* 22.2, *Album of Familiar Music* 21.1, *John & Judy* (Canadian program) 19, *Bob Hope* 18.9, *Waltz Time* 17.9, and *Treasure Trail* (Canadian program) 17.4. Canadian daytime ratings for April show *The Happy Gang* (Canadian program) in the lead of the first five, with rating of 20.5, followed by *George's Wife* (Canadian program) 19.8, *Big Sister* 17.8, *Ma Perkins* 16.6, and *Road of Life* 16.3. Elliott-Haynes used its expanded service of 15 cities across Canada [BROADCASTING, April 22] for this rating report.

RECORDS PUNCHES

Lomax Uses Lip Mike in Bout With Joe Louis

STAN LOMAX, WOR New York sportscaster, last week entered the ring with Joe Louis at the heavyweight champion's Pompton Lakes, N. J., training camp. Fortunately for Mr. Lomax, the champ was in a tender mood.

A baseball catcher's mask protected Mr. Lomax's features and a lip microphone when he squared off with the champ. Mr. Louis, who had sized up his opponent before the match, wore no protection whatever. The first "round" lasted 45 seconds by which time, Mr. Lomax's breath had become more than labored.

Mr. Lomax's wheezing commentary was recorded on a wire recorder and played back on his 6:45-7 p.m. broadcast Monday.

Isaac Doubts Use Of Theatre Video

Loew's Official Gives View To SMPE in New York

DOUBT that television will invade the motion picture theatre in the near future was expressed by Lester B. Isaac, director of projection and sound, Loew's Theatres, New York, speaking Friday at the television session of the semi-annual meeting of the Society of Motion Picture Engineers, May 6-10 at Hotel Pennsylvania, New York.

Stressing that what he had to say was his own opinion and not that of Loew's, he stated that most spot news video pickups would not be usable in theatres as the audience would not stand for interruptions in the feature picture for them. A feature of national interest might be scheduled in advance and the theatre program arranged for it, he said, but pointed out in that case the public could stay home and see it on their own sets with no admission charge. Mr. Isaac described the so-called "storage system" which records the video program on film for delayed showing, as "just another way of presenting a newsreel."

Speaking about equipment, Mr. Isaac said that neither of the theatre video projection systems he has seen demonstrated—RCA's in 1941 and General Electric Co.'s last month—are suitable for installation in present day theatres. He summed up with the comment: "I fail to see the box-office value of television in conjunction with motion picture theatre operation unless it may be the televising of coming feature trailers to the home."

Other Speakers

Dr. Albert Rose of RCA Laboratories, one of the RCA scientists mainly responsible for the development of the Image Orthicon video pick-up tube, told the meeting that the solution of current problems of television, photography and human vision would be greatly facilitated if the three were described in common terms. Technical literature now speaks of graininess in films, signal-to-noise ratio in tubes and minimum discernable contrast in human vision, he said, which are in reality different terms for the same characteristic.

The CBS color television system was described by Dr. Peter C. Goldmark, director of engineering research and development for CBS, and Bernard Erde, CBS engineer, discussed the method used in scanning film for color television. P. J. Larsen of Washington, D. C., chairman of the SMPE committee on television projection practice, reported for his committee. Emery Meschter of the research division of E. I. Du Pont de Nemours & Co., read a paper on television reproduction from negatives. Ralph B. Austrian, president, RKO Television Corp., presided at the session.

During the week, the SMPE members visited the new Wanamaker studios of WABD, Du Mont station, and also went to NBC's video studios for an NBC-RCA demonstration.

STUDYING FORMAT of ABC's audience-participation quiz show, *Right Down Your Alley*, to be sponsored by Hastings (Mich.) Mfg. Co. effective June 2, 3:30-4 p.m. CDT, are (l to r): Pete DePaolo, Hastings field engineer; Ross Dunn, sales manager, Hastings and Casite Mfg. Corp., subsidiary; A. E. Johnson president, Hastings; Hal Keeling, president, Keeling & Co., Indianapolis, agency handling account; Robert McKee, ABC Central Division asst. sales manager; R. W. Miller, ABC account executive; R. E. Wait, v. p. Casite. Contract is for 52 weeks.

Use of Nonunion Cameramen Caused Derby Television Cancellation by CBS

CANCELLATION of CBS plans to film the Kentucky Derby and fly the films to Newark for telecasting the following evening under Bristol-Myers sponsorship was caused by a protest of IATSE against the network's use of nonunion cameramen and not by a resumption of IATSE-IBEW hostilities, as reported last week [BROADCASTING, May 6].

Network had arranged for Louisville Camera Club, an amateur organization, to take the pictures, but threats from IATSE, AFL union to which commercial movie cameramen belong, to pull newsreel cameras from event halted the CBS plans. IBEW, union of all CBS technical employes including video cameramen, has had several brushes with IATSE, notably at meetings of the UN Security Council which barred the television film crew until the jurisdictional dispute is straightened out, but was not concerned here.

An IBEW spokesman said that this union had agreed to permit CBS to use nonunion cameramen at Louisville on the understanding that the films were to be used only as part of the network's color video demonstrations and that IBEW would not have given such permission had it known the films were intended for public telecasting under commercial sponsorship. CBS reported that the whole situation had been discussed with IBEW in advance and the network had thought the union understood the films were to have been commercially telecast.

If program had not been halted, Bristol-Myers and its agency, Doherty, Clifford & Shenfield, had planned to film the commercials (for Vitalis) in New York and to fly the actor shown using the product to Louisville on Derby Day for inclusion in Derby crowd scenes, making a closer tie-up between race and product.

Stewart-Warner Loss

JAMES S. KNOWLAND, chairman of the board of Stewart-Warner Corp., Chicago, set manufacturers, announced at the annual meeting of the stockholders last week a net loss of $142,110 for the first quarter of 1946 ending March 31. This figure compares with a net profit of $467,642, after a provision of $250,000 for postwar plant rehabilitation and for contingencies arising out of war conditions, for the first quarter of 1945. The gross operating cost was $187,250, which was cushioned by a reduction of the current year's income tax of $45,140. At the same time Mr. Knowland revealed that the company's backlog of orders is the greatest ever enjoyed in peacetime business.

Doty Promoted

CLARENCE L. DOTY, assistant sales manager of WJZ New York, has been appointed sales manager of the station succeeding Robert I. Garver who has joined Alley & Richards Co., New York, as account executive.

Miss Irwin Promoted

CAROL IRWIN, formerly in charge of talent for ABC, has been appointed head of the ABC program sales division of the program department. Adrian Samish, vice president of ABC, is in charge of the program department, division which was formerly in the sales department. Read Wight of the sales division is associated with Miss Irwin.

TWO STATION SALES DISMISSAL SOUGHT

APPLICATIONS for FCC consent to the sale of E. S. Fentress' and Charles E. Marsh's combined 50% interest in WACO Waco and KNOW Austin, Tex., for $200,000 to C. C. Woodson and Wendell Mayes, which were placed in the FCC's pending files on March 13 for failure to follow the Avco advertising procedure, were reported last week to have been dismissed at request of counsel.

Mr. Fentress controls and Mr. Marsh has a minority interest in Newspapers Inc., Waco, in addition to their radio interests. Messrs. Woodson and Mayes own 25% each in KBWD Brownwood, Tex., and are interested in other applicants for new standard stations in Texas.

Meanwhile, assignment of license of KHQ Spokane from Louis Wasmer Inc. to KHQ Inc., involving no change in control, is sought in an application reported by the Commission. The application follows approval of the sale of KHQ by Louis Wasmer to Spokane Chronicle Co. in February [BROADCASTING, Feb. 11].

KHQ Inc. is wholly owned by the *Chronicle*, which is principally owned by W. H. Cowles Jr. (29%) and the estate of his father, the late W. H. Cowles (25%). Officers of KHQ Inc., the same as those for the present licensee, are Arthur L. Bright, president; R. O. Dunning and R. W. Brazeal, vice presidents; Milton O. Fritch, treasurer and assistant secretary, and John McKinley, secretary.

Tinkham to KIEV

KENNETH O. TINKHAM, former manager of KMTR Hollywood, has been named general manager of KIEV Glendale, Calif. He succeeds W. L. Peters who resigned after approximately 12 years with that station [BROADCASTING, May 6].

SUGG TO HEAD NEW OKLA. ASSOCIATION

P. A. SUGG, manager of WKY Oklahoma City, has been chosen president of the Oklahoma Broadcasters Assn. The association, first of its kind for Oklahoma radio, was formed recently following the suggestion of Pat Buford, owner of KHBG Okmulgee, Okla., at an NAB district meeting last February. Mr. Buford also nominated Mr. Sugg for the presidency.

Mr. Sugg has announced that a board of governors and other officers will be elected after constitution and by-laws are formulated. He and other Oklahoma broadcasters have indicated their unit will be patterned along the lines of the Southern California Broadcasters Assn. To this end, Mr. Sugg has written Bill Ryan, general manager of KFI Los Angeles, for suggestions from the west coast association.

At Deadline ...

FCC APPROVES KROY SALE INVOLVING COMPETITIVE BIDS

FIRST station transfer involving competitive bidder was approved by FCC Friday in granting application of Royal Miller Radio to assign license of KROY Sacramento to Harmco Inc. for $150,000. Application for transfer of WBRK Pittsfield, Mass., also involving competitive bid, designated for hearing.

With Comr. Jett voting for hearing, Commission allowed sale of KROY to Harmco, transferee selected by Royal Miller, rather than to Gibson Broadcasting Co., which bid for the station under Avco procedure. Majority found grant to Harmco "would result in greater diversification of the ownership of media for the dissemination of information and entertainment than would a grant of the Gibson application."

Harmco is identified with ownership and operation of KARM Fresno. Gibson Co. is owner of two daily newspapers in Vallejo, *Morning Times Herald* and *Evening News Chronicle*, a weekly in Benicia, *Herald New Era*, and also licensee of KHUB Watsonville, Calif.

RIGGIO TOBACCO STARTS MEDIA COMPARISON CAMPAIGN

FOR FIRST TIME direct comparison test between radio and newspapers is currently being conducted by Riggio Tobacco Corp., New York (Regent cigarettes), through agency, Ridgeway, Ferry & Yocum, New York. Advertiser will use newspapers in Chicago and Worcester, Mass. and spot radio in New York and Houston for 13-week period.

Fifteen-second chain breaks being used on WNEW New York, 14 times weekly, WHN New York 50 times weekly, KPRC Houston, 20 times weekly. Campaign started May 1.

Adapting frequency technique used on spot radio, newspaper coverage will use space units ranging from 65 to 140 lines every day, five times weekly, instead of traditional cigarette advertisers use of large space units of 1,000 or more lines. In addition to newspaper copy running Monday through Friday a 500 line booster ad will run once a month. Campaign of about $40,000 will be equally divided between media.

NEBRASKANS ELECT WATTS

DUANE WATTS, KHAS Hastings, elected president of Nebraska Broadcasters Assn., meeting Friday in Kearney. Harry Peck, KFOR Lincoln, elected vice president, and Arthur Thomas, WJAG Norfolk, secretary-treasurer. Directors are Harry Burke, KFAB Omaha; Les Hilliard, KGKY Scottsbluff; John J. Gillin Jr., WOW Omaha, who is NAB director. Three broadcasters named to promote group selling were Lloyd Thomas, KGFW Kearney; Mr. Burke; William Martin, KMMJ Grand Island. Next meeting to be held next May at Grand Island. Nebraska group participated in NAB news clinic Saturday at Kearney.

RCA ELECTS CAHILL

JOHN T. CAHILL, senior member of the law firm Cahill, Gordon, Zachry & Reindel, New York, elected a director of RCA Communications Inc., and NBC, replacing DeWitt Millhauser who died recently. Arthur Brewster Tuttle, former vice president and treasurer of RCA Communications Inc., New York, elected treasurer of RCA, New York.

FM SESSION PLANNED DURING NAB CONVENTION

SPECIAL FM session during NAB convention Oct. 21-24 in Chicago recommended Friday by FM Executive Committee, jointly representing NAB and FMBI. Convention program committee will be asked to assign full session for joint NAB-FMBI dicussion.

Panel on FM problems such as FCC policies, engineering, equipment and FM promotion is planned, with questions to be arranged in advance.

FM Broadcasters Inc. at Thursday meeting decided to hold separate membership meeting during NAB convention to decide whether to dissolve organization and place trial marriage with NAB on permanent basis. FMBI has been purely a technical body since the merger last November.

JONES ASKS SEATTLE 50 KW

APPLICATION for 50 kw standard station on 1050 kc in Seattle filed by Rainier Broadcasting Co. Inc., FCC announced Friday. President of company is Rogan Jones, chief owner of KVOS Bellingham, KPQ Wenatchee.

Application for daytime station on 1010 kc for Baltimore filed by Radio-Television of Baltimore Inc., which recently applied for television station. Principals include Ben and Herman Cohen (40%), owners of Herzog's Men Store, Washington, and various real estate; Herbert Levy (20%), Baltimore attorney, former law partner of Sen. Tydings (D-Md.); Norman Kal (10%), president of Kal, Ehrlich, Merrick Inc., Washington advertising agency.

In addition, applications for local standard stations were filed by Southwestern Broadcasting & Television Co., Albuquerque, N. M., and Vidalia Broadcasting Co., Vidalia, Ga.

RETURN of ABC's *Breakfast Club* to WCFL Chicago, May 9, reputedly at personal request of program star, Don McNeill. Program was dropped from WCFL with daylight time change April 29 [BROADCASTING, May 6]. J. Walter Thompson Co. is agency for Swift Packing Co., sponsor.

'SPOKESMAN' RUSSELL

POSTMASTER General Robert M. Hannegan finally got on all four major networks Thursday night (some via delayed transcription) with his appeal restricting parcel post packages to 11 pounds, but the way Post Office Dept. handled arrangements caused some caustic comment. It seems a Hannegan aide asked NBC to set up a 5-minute spot on all nets, but failed to contact other three nets direct. Charter Heslep, Mutual's Washington manager, called P. O. Dept., learned arrangements were being made through Frank M. Russell, NBC Washington vice president. Said the aide: "Mr. Russell is liaison for the radio industry in Washington, isn't he?" Adding fuel to the smouldering fire of network antagonism, Mr. Hannegan's office released a story to the press around noon—some nine hours before the broadcasts—that he would be heard on all networks simultaneously.

People

LT. COL. DOUGLAS MESERVEY, former NBC program executive, winds up nearly four years of Army service May 15—most of it overseas with military government. Former military governor of Bremen, Col. Meservey returned to the U. S. several months ago and has been on special duty in Washington. He will announce plans for return to radio after vacation trip to West Coast.

DON IOSET, general manager of WMOH Hamilton, Ohio, joins Mutual's station relations department as eastern field representative June 1.

W. BRYCE REA Jr., recently out of Navy where he served as skipper of a minesweeper with rank of ensign, has joined NAB legal department as assistant to Don Petty, general counsel.

F. E. BUSBY, commercial manager, WMOB Mobile, appointed manager by Gilmore N. Nunn, president of Nunn stations, which recently purchased station from S. B. Quigley.

KFEQ St. Joseph, Mo., 5 kw on 680 kc, May 15 will join Mutual as network's 304th station. KFEQ, which has been ABC affiliate, has application for an increase to 50 kw pending before FCC.

Closed Circuit

(*Continued from page 4*)

CIO black list. His son-in-law is Allen W. Sayler, radio director of UAW-CIO, right-hand man of Walter Reuther. Sayler was formerly an FCC employe and figured prominently in old newspaper divorcement proceedings.

TOPDRAWER broadcaster probably with network background shortly may be drafted for assignment on General MacArthur's staff to direct reorganization of Japanese broadcast service along "American plan" lines. Brig. Gen. Ken R. Dyke, information and education officer on MacArthur's staff, looked for such a man on his recent mission in States and announcement may be forthcoming shortly from Tokyo.

FCC approval of new ABC financing being sought because control of network would be neutralized. Present one million shares would be increased to two million, with 50% sold to public and affiliates (affiliates 100,000 shares at $14; public 900,000 shares at $15). This would leave Edward J. Noble, ABC chairman, 36% of stock, with Mark Woods, president, Robert Kintner, vice president, and other executives holding 14% [BROADCASTING, May 6]. Applications for stock issue and for acquisition of King-Trendle (WXYZ and WOOD) for $3,650,000, shortly will be filed. Return to network on stock sale will be $14,000,000 subtracting sales costs and one dollar differential on affiliates' stock.

DEFEND VIDEO TOWERS

J. R. POPPELE, chief engineer, WOR New York, scheduled to testify today against HR-5867, a bill to prevent television towers in Washington, D. C. residential districts, at hearing before House District Committee. Bill introduced late in March by Rep. John J. McMillan (D-S. C.), chairman of District Committee [BROADCASTING, April 1].

Erle Smith is a college graduate in Journalism with a whole life devoted to news gathering and news dissemination.

He Looks the Part . . .

Give Erle Smith a-listen! Your mind pictures a genial but *on his toes* managing news editor. And you just about hit the nail on the head at that!

To Erle Smith goes the credit of developing KMBC's famed news department. After flying for Uncle Sam in the first World War, Erle became managing editor of a metropolitan Kansas City A. P. paper. He joined KMBC in 1935 and has directed its news department from a *one-man-show* to a highly organized staff of qualified newsmen.

Look at the figures of his listener ratings, and you again have evidence that *the program is the thing* — and listener confidence ripens with the years.

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